

News on Creativity and Innovation related topics

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creative4business

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New for 2008 is the Intelligent Growth Programme for companies whose turnover is in the range £2m to £15m.

If you or your organisation is looking for a

Dear Reader,

Welcome to the February 2008 edition of Innovation Matters, the first edition of the year. Since the last newsletter there have been problems in the World economy and drastic interest rate cutting in the USA. The business world has caught a chill but who has the tools to capitalise on the situation?

For businesses who wish to grow, but who have limited resources we have created the **Intelligent Growth Programme**. This makes use of The Innovation Toolkit as well as our Creating The Difference and Idea Generation Workshops to highlight areas for development and create strategies for the future. This has been run successfully in Mexico over the past two years as **Creando La Diferencia** (Creating The Difference). More details will be available shortly, however if you cannot wait then [contact us now](#).

In this edition we have some things that your Innovation consultant may

speaker we offer a range of Innovation related topics including **Intelligent Growth - success on a budget** and **The shape of the innovative organisation**. [Contact us](#) to find out more.

The 'rough and ready' survey of the major barriers to creativity within organisations is still located on my [Home Page](#). If you currently work, or have worked for an organisation then I would appreciate it if you could take the time to click on two buttons.

not tell you and a creative technique for relaxing problem boundaries and bending rules.

Happy reading

Derek Cheshire



Innovation - what a consultant will not tell you

Have you noticed how consultants and academics tend to turn innovation into a highly complex system involving numerous processes, approaches and models (requiring you to spend even more on consultants)?

Such systems are promoted by consultants who charge by the day for implementing and teaching their complex systems - which require many, many months to implement. Worse, consultants scare their clients into believing that not implementing the consultants' system will lead to failure. Indeed, when the system does fail, the consultant can easily blame the client for not implementing the complex system properly.

But, these consultants are wrong! Innovation need not be complex. In fact, complex systems actually stifle creativity and hence innovation. Most organisations contain many creative thinkers and innovators: their employees; and many external creative thinkers: their customers. All that they require is:

- The ability to make people comfortable about sharing their ideas and to make mistakes without suffering any consequences.

- That management demonstrate their commitment and ability to be creative themselves.
- Budget - funds will be necessary, however they will be modest in comparison to the demands of the consultants!

[Read the complete article ...](#)

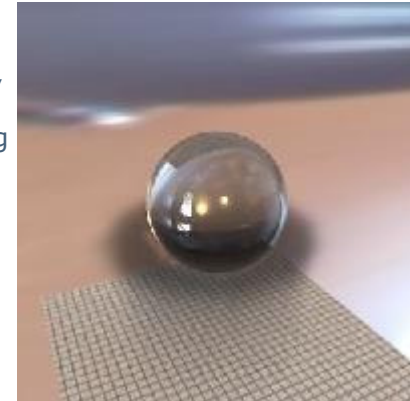
Solving problems creatively - Boundary Relaxation

A problem boundary is the imaginary line between what a problem is, must be, should be, or could be, and what it isn't, mustn't be, shouldn't be, or couldn't be. This approach works by creating awareness of the different components of the boundary and then seeing how far they can be loosened. Here are some ways of making a boundary more visible.

NOT-ing the problem statement Take each significant term in a problem statement and define it more clearly by saying what it is not, for example:

How to develop (not replace, alter, reduce, ...)
the motorway (not other roads, airlines, ships, ...)
network (not piecemeal)
to allow for (not compel)
the gradual (neither imperceptible nor rapid)
replacement (not augmentation)
of rail (not air, ships, ...)
transport (not pleasure use, prestige use)

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Creative Business Solutions | Brookside Cottage | Mill Lane | Corston | Malmesbury | SN16 0HH | United Kingdom

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