

News on Creativity and Innovation related topics

July 2007

In This Issue

News

Is it good to be lean?

Innovation and culture

Time management - the Semler way

Quick Links

News

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.

Dear Reader,

Welcome to the July 2007 edition of Innovation Matters. A lot has happened since the last edition. I have been in Mexico visiting my old friends at Selther as well as creating a network of local representatives to sell and deliver creative4business branded services within Mexico.

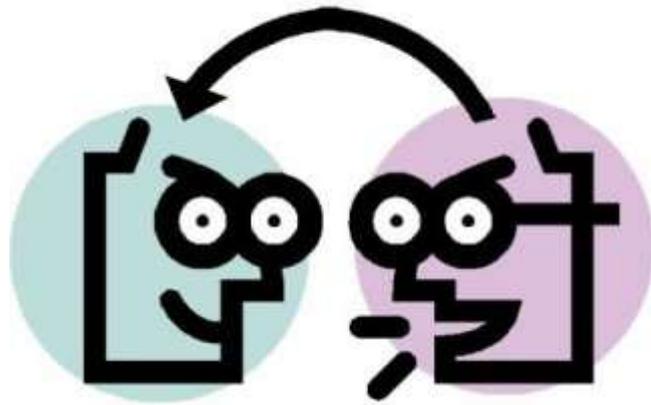
Whilst in Mexico I was overtaken by a Taxi with a coffin strapped to the roof, got stuck in a car park, climbed to the top of the pyramid of the sun, went shopping for play dough (all in the cause of work) and had my luggage mislaid by Continental Airlines. Was it worth it? Of course, my head was bursting with ideas when I returned.

In this newsletter I take a different look at 'Lean', the transferability of the Innovation model and provide some tips on time management courtesy of Ricardo Semler, author of Maverick and The Seven Day Weekend.

I hope you continue to enjoy these articles and the regular trivia/tips items.

Happy reading and enjoy your summer holidays

Derek Cheshire



Is it good to be lean?

Many people believe that lean 'everything' is good without knowing what it really means. Even the term 'Lean Innovation' has been used. How can a process that can potentially generate hundreds or thousands of new ideas be described as, or made lean? Could it be that we do not know what lean actually is?

I started thinking about 'lean' whilst on holiday. I booked a last minute break to Greece and was expecting the worst, only the sun could make up for the horrendous time I was expecting to have. Nothing could have been further from the truth.

We did not have to pick up our tickets at the airport, we had brilliant transfers, we picked up our hire car in the middle of nowhere without signing any paperwork Hang on, you saidYes I know it sounds odd but it was just symptomatic of the way in which the holiday company, car hire company and all of the rest of the components were plugged together.

On our Greek island it would be impossible for a coach to visit all of the accommodation but we all had hire cars. The solution was to leave a line of hire cars by the side of the road, drop people off and let them drive to their villa and fill in the paperwork later and let the car hire company collect it in the evening. This was heaven compared to waiting for 2 hours in blazing sun in Majorca before picking up a car. Their answer was cold drinks but it still took 2 hours.

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

Innovation and culture

Whilst talking to many people about innovation there is one question that they all ask. 'Do you have experience of working in my industry sector?'. Quite often the answer is 'no' and the conversation ends there as many people are risk averse. I have always maintained that the good innovation models (mine included of course!) can be used in any industry and any country.



The drivers for innovation, the support processes that need to be put in place and any other strategic concept are all transferable. What is not always transferable is the local detail e.g. how do you manage knowledge locally, impart ideas to those from a different culture or even run training courses. I always maintain that the greatest experts in any industry are the company themselves. They have the knowledge, they need a model. Why pay huge fees to buy often contradictory advice from a company or consultant that claims to have industry specific knowledge.

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

Time management - the Semler way

Ricardo Semler is best known for his alternative methods of running Semco. His ideas on time

management are not quite so radical. If they work for him it they will work for you. Give it a go!

- Begin at the end. Set a time to leave your office and stick to it. If you normally leave at 7pm make it 6pm. If you take work home at weekends, give yourself 60 days in which to stop.
- Sort through the papers on your desk and prioritise them. Giving them equal priority is cheating so go back and start again. Priority items that can only be handled by you should get your attention. Items that can be handled by you but are not urgent can wait, items that someone else can deal with should be delegated and those articles that would be nice to read but remain unread should be put into the bin.
- Invest in new equipment, at least one new waste bin. Ask yourself, what is the worst thing that can happen if I throw this out? If this does not give you palpitations or cause you to break into a sweat then throw this document/clutter out too.
- Think before accepting lunch appointments or other invitations. You can always say 'no I can't fit you in' or 'let me know what happens'. Remember this is your time you could be wasting.
- Take a look at your meetings. Are they necessary or can a phone call be used instead? Make sure they start on time, have an end time and a prioritised agenda. Keep reports short, avoid overhead or data projectors and never turn out the lights. If an item looks like it will overrun then give it to one or two people to run with outside the meeting.
- When telephone messages are taken, ensure that the caller is asked for detail about the call, not just their contact details. If there is no detail, ignore the message, they will either provide detail or give up (cold calling salesmen fall into the latter category).
- Give yourself time to think. This can only be done in leisure time, not whilst you are busy doing something else. With no time to think you cannot be creative!

eBooks and other products | Innovation Measurement and Audit | More about Creative Business Solutions

Creativity Seminars and Workshops | PRD Partnership Limited | Our Partners | Creativity and Innovation blog

Constant Contact

[Forward to a friend or colleague](#)



Email Marketing by



This email was sent to derek@creative4business.co.uk, by derek@creative4business.co.uk
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe](#) | [Privacy Policy](#).

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