

# 3 Strategies to Spark **CREATIVITY**

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# Glossary

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## A Message from our President

My name is Dr. Keith Floyd and I am the President of iNVISION Group Leadership Services Group. My firm is committed to supporting our clients with all aspects of their respective leadership needs. From individual, to group, to corporate coaching, training and planning. iNVISION Group LSG believes that 'Vision is just the start' © and once the vision is established the true individual and group work is ready to begin. So, thank you for your time and consideration of our work and may it provide you and/or your team with insights and actionable items that may immediately be put to use.



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President, iNVISION Group LSG

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## Overview

In today's competitive work environment, one of the most necessary commodities is 'creativity.' Creativity of idea and innovation are necessities in leading you and/or your organization to the highest levels of success. So, how do you harness creativity and make it work for you?

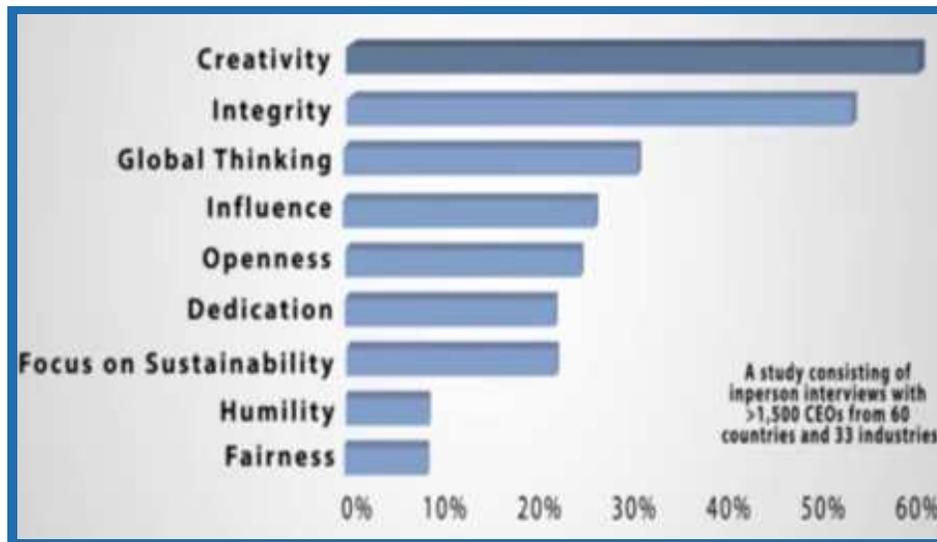


By learning how to look at the world in new and unique ways, as well as by gaining the ability to problem solve with a new creative mindset. If you're struggling to find solutions to problems, looking for ways to gain an edge over your competition, or want to be the person who comes up with the next 'big' idea that everyone will say "why didn't I think of that?", then read on and prepare yourself to discover and release your new creative self.



# Did you know

that in a 2010 IBM Global CEO Study (consisting of 1,500 CEO's from 60 different countries and 33 different industries) found that "creativity" trumped all other leadership characteristics and qualities?



2010 IBM Global CEO Study



# Did you also know

that in a 2012 study conducted by Adobe Systems (of employees) found that 'creativity' is regarded as 1 of the top 3 'personality traits' most important to career success?



# Did you further know

that in the 2012 Global Benchmarking Study (also conducted by Adobe Systems) it was found that 8 out of 10 people believe that unlocking 'creativity' is critical to economic growth?

With data like this, why would anyone leave home without their 'creative self?'

But we do!

In the same 2012 Global Benchmarking Study, Adobe Systems researchers also found that only 1 in 4 people (employees) believe that they are living up to their creative potential. 1 in 4!

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## Only 1 in 4 are living up to their creative potential

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So, how do you become more creative at work and in life? It's actually quite simple. Here are three strategies, which can be implemented immediately by you, which will allow you to begin exploring and expanding your 'creative-self.'



## Cultivate Ambidexterity

(The ability to use both hands equally well)

Professor Raymond Dart suggests that coordinating the two sides of your body will promote the coherence and balance of the two hemispheres of your brain and will help to cultivate creativity. So, challenge yourself and practice the following (with your non-dominant hand):

- Brush your teeth
- Eat a meal
- Pump your gas
- Write and take notes
- Clap
- Etc.

Challenge yourself to do all tasks for one full day with your non-dominant hand. Then try two days, and then three days...up to a full week. You will be surprised by the outcome...I promise!



## 3 Questions

(2 Why's? & 1 What?)

Why? – Asking 'Why?' allows you to understand the current state of an issue or topic; while at the same time challenging the status quo.

Why not? – Asking 'Why not?' allows you to explore and understand current limits; so to then challenge those limits with new possibilities.

What if? – Asking 'What if?' allows you to explore new and unique possibilities (e.g. ideas without boundaries).

Challenge yourself to use these three questions each time you are reviewing or reflecting on a current product or practice.



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## SCAMPER

(Acronym)

Advertising guru Alex Osborn (the man who invented the idea of 'brainstorming'), also invented another little known technique called SCAMPER, which is an acronym that stands for:

S – Substitute

C – Combine

A – Adapt

M – Magnify or Minimize

P – Put to other use

E – Eliminate

R – Rearrange or Reverse

Challenge yourself and practice the following...take a current product or practice within your business and apply the SCAMPER technique to that product or practice (i.e. substitute one item or ingredient for another, combine different products to create a new "unique" product, etc.). You will instantly have new products and practices that you never knew existed.



## Conclusion

### 3 Creativity Strategies

- Cultivate Ambidexterity
- 3 Questions
- SCAMPER

So, to those of you who say “I’m not creative” or “I don’t know how to be creative”, you are now equipped with three great creativity strategies that will be a springboard to the new creative you.

