



Lesson # 8
Creative? Who Moi? Creativity Week!

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This Week's Objective

Use creativity to push on a few areas in your life that may be flat, where you may be stuck, or where you want to excel.

The Power of Creativity

Massive problems have been solved by stimulating the brain to think outside the box. Creativity enlists a different part of your brain and you are more likely to fashion newer solutions and innovative ideas. New paradigms come from the fringes of what is already existing and veering away from the obvious mainstream solution.

How do you get your workplace to be more creative? Let's start with an approach to "getting people to do something" by making it fun.

Try these steps

Step 1: Make a list of several areas where you would like to try out some creative approaches. These may include:

- something that people in your workplace could have a little more fun doing
- an area that you believe has grown old, like the way you address a certain client, project, or routine
- a problem that has occurred at work (or in life) that nags at you

Your list or areas that need creativity:

Step 2: Watch this VIDEO

Go to TheFunTheory.com and play the video called The Piano Staircase

Watch this 2 minute video about how FUN got people to do something they would normally see as a chore – climbing the stairs.

Step 3: Think about what you can do to get your workplace to be more fun, and more productive in the process. After watching the video, take yourself out on a creativity trip to the craft store. A bookstore or library is a good substitute. Carry along some paper for taking notes.

Collect small ideas that can move people toward, whether

This might seem at first like a daunting task to many of you, especially if you do not envision yourself as creative. Open up that resistance. Remember “We don’t see things the way *they* are. We see things the way *we* are.”

Ideas for creative leadership approaches:

- Use a creative way of asking how to solve a problem. For example: “What would the solution to this look like if you could wave a magic wand and solve it?”
- Get your group to use what I call a “human continuum” for assessing an issue. Using masking tape, create a long scaled line on an open area of floor that may look like this:



Ask a question about “where they stand” on a certain issue such as “How supportive are you in taking a risk in solving this problem?” or “On a scale of 0-10 where is your pain level on how this is affecting you getting your job

done well?" or "To what degree do you see this problem as something we can solve?"

When you start to see where people stand, you can use the differences in starting a conversation about what some people's perspective may be in contrast to others, and how it may help you move forward. It is also energizing and an interactive way to get people talking.

- Have a "stand-up" meeting. This is a group/team meeting where you must meet by standing up, thus ensuring no one gets lazy and slumps. It endorses more attentiveness as well as limiting the duration of the meeting because people don't want to stand so long. Give the meeting a specific objective such as "ways we can interact more with so-and-so on such-and-such."

Your ideas:

No ideas? Incubate and see what comes to mind after a few days. The mind is a versatile and powerful tool when programmed to look for something. In the very least, treating yourself to the relaxed time in the store should feel good. 😊

Core Competencies of Creativity

Something else cool to look at is are these four Core Competencies of Creativity to develop creative inspiration. I read about these recently.

Each area is a capability that you can develop in promoting more creativity.

1. Capturing

When ideas do emerge, it is imperative to capture them. Learn to preserve new ideas by keeping a notepad nearby or an electronic one on our blackberry or iPhone if you have one. Or the old low-tech approach of a small pad of paper you keep in your purse.

2. Surrounding

Creativity encourages creativity. Surround yourself with interesting people and different environments, physically and socially, that entice your thinking. This is actually the thinking behind disappearing into the craft store or the library.

3. Challenging

The only way to avoid using habitual paths of thinking is to engage the prefrontal cortex through intentional thinking. When you tackle tough problems, higher thinking becomes prevalent and new ideas open up. This sounds really intellectual, doesn't it? Task your brain with deliberate problem solving. Articulating or writing down your objective or desired outcome is a great start.

4. Broadening

Growth through new learning also enables the prefrontal cortex. Diversify your knowledge by learning interesting new things. How would another discipline address this same issue? If your office were full of marketing professionals (assuming you are not actually in a marketing office) or other creative types, how might they approach some new thinking about your challenge?

Adapted from *Let Your Creativity Soar*, Scientific American Mind, June/July 2008 Issue

CHICK CHECK

A few questions to validate your feminine approach to this week's assignment. Did you have any feelings of liberation in getting to use your creative side? (Sometimes women really thrive when they can incorporate creative approaches into daily activities.) Was there a natural instinct in thinking differently, and a feeling that a creative perspective was a great addition to the problem-solving needs at work?

My Ongoing RINGY-DINGY List

Items that come up throughout the course that you want to remember or task for yourself. Your “short list” of things that are working best for you or “AHA”s.

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