Creative Thinking: Your Edge


Saturday, 30 May 2009
Recent Harvard Business blogs:

12 May 2009: 'It’s the single biggest error firms make in times of crisis: repeating the past. When the world around you is undergoing discontinuous change, repeating yesterday’s mistakes is the quickest path to decay and dissolution.'

11 May 2009: 'Today’s turbulent times make mastering innovation a competitive necessity.'

8 April 2009: 'Innovation has never been more important.'

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'Creativity is one of the last remaining legal ways of gaining an unfair advantage over the competition.'

Ed McCabe
Everyone can do it, not just architects + people in ad agencies.
Left brain, logical, linear thinking is essential in business. (It's 'in the box' thinking...)
But for 21st century success you also need right brain, creative, big picture thinking. (That's the 'out of the box' bit...)

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It’s about using your whole brain, not just one side or the other...
Creative thinking is natural + quite easy to tap into ...with a few tips + tricks
Follow these 4 steps + change how you work... today.
Step 1: Be Curious
'Curiosity is one of the permanent and certain characteristics of a vigorous intellect.'

Samuel Johnson
be curious:

Play

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be curious:

Suspend
Judgement

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Ask (lots of) Questions

be curious:

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Step 2: Make Connections
'Creativity is the power to connect the seemingly unconnected.'

William Plomer
Talk to People in Different Fields

make connections:

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Try Something (Anything) New

make connections:

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Step Sideways & See Another Angle

make connections:

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Step 3: Challenge Yourself
'A person who never made a mistake never tried anything new.'

Albert Einstein
challenge yourself:

Take Risks

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challenge yourself:

Accept Failures
challenge yourself:

Question
Assumptions
Step 4: Cultivate Your Ideas
'Courage does not always roar. Sometimes, it is the quiet voice at the end of the day saying, I will try again tomorrow.' Unknown
cultivate:

Daydream
cultivate:

Give Ideas
Time to
Grow

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cultivate:

Consider all the Possibilities
'The breeze at dawn has secrets to tell you. Don't go back to sleep. You must ask for what you really want. Don't go back to sleep. People are going back and forth across the door sill where two worlds touch. The door is round and open. Don't go back to sleep.'

Mevlana Rumi