

# IT'S NOT WHAT YOU THINK!

## HOW TO GET MORE IDEAS BY UNLEASHING CREATIVITY@WORK

With

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**WANTED**

**MORE  
IDEAS &  
CREATIVITY@  
WORK!**

**REWARD**

**Endless  
Possibilities...**



## CREATIVITY@WORK IS IN THE NEWS!

- IBM Global CEO Survey- May 2010
  - 60% cited creativity as the most important leadership quality!
  
- Newsweek online article- July 2010
  - America is experiencing a “Creativity Crisis”



# WHERE'S THE NEXT GREAT IDEA?

## Why are creativity & ideas so important??

- Ideas = new niches filled
- Ideas = increased productivity
- Ideas = improved services
- Ideas = new uses for existing products
- Ideas = solutions to local & global problems
- **Ideas = \$\$\$\$**



# SURE, I WOULD LIKE MORE IDEAS AND CREATIVITY@WORK BUT...

*What barriers might your organization have?*

Beware of Common Idea Barriers:

- Habit
- Perceptions
- Status Quo
- Rules /Organization Culture
- Anything else?



# IDEA POTENTIAL EXAMPLES...

- Banking

- From traditional → online

- Memory Foam

- From NASA → mattresses → flip-flops

- Baking Soda

- From leavening → toothpaste, etc.

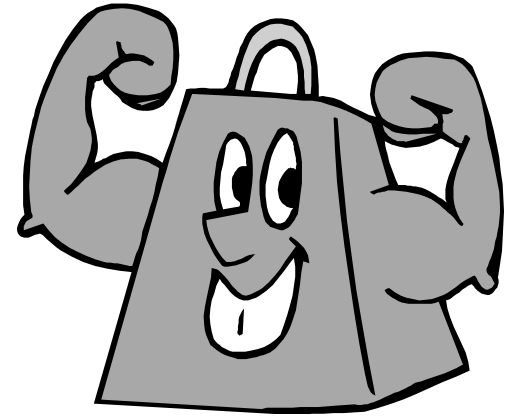
- Fabric Softener

- From liquid → sheets → stick-on



## IDEA POTENTIAL IS READY & WAITING...

- How to access idea potential??
  - Create organizational opportunities to be more creative and flex idea muscle!



*Let's try a simple  
exercise...*



# IT'S NOT WHAT YOU THINK: CREATIVITY@WORK EXERCISE

When is a brick, not a brick? We all know you can build things with bricks but what else can you do with a brick?

In small groups, make a list: how many unusual uses can you think of for ONE brick? No idea is too silly. You have two minutes and then let's share answers. See how far outside the box you can go. You might be surprised...



When you become stuck for ideas on how to improve or change a product or service, use the same line of thinking!

**ASK:**

**What are other unusual ways can we use, change, or re-purpose... (*insert the name of your product or service here*)?**



# REMEMBER ...CREATIVITY@WORK=IDEAS

## IDEAS = \$\$\$\$\$

- ...and more efficiency
- ...and new products & processes
- ... and happier clients
- ...and happier staff
- ...who stay around longer
- ...enjoy their work more
- ...and produce more

*What is your organization doing to find more great ideas?*



# READY FOR MORE CREATIVITY@WORK?

- Schedule a Creativity@Work training program customized for your organization.
- Visit [www.growinggreatideas.com/creativity](http://www.growinggreatideas.com/creativity)
- Join the discussion on Facebook:  
<http://www.facebook.com/CreativityAtWork>
- **Read the book, *Growing Great Ideas: Unleashing Creativity at Work* by Karen S. Sieczka, available on Amazon.com**
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