

Creativity R US

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Transition Conference

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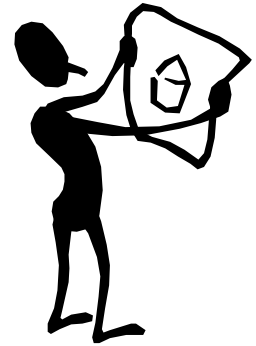
Your Presenters

SHARON MYLREA and **CLAUDIA ORVIS** are co-founders and managing partners of **24C Coaching & Consulting**. 24C is based on the philosophy that personal and organizational learning and development should be strategic, interactive and FUN. 24C has worked with a variety of private and public organizations to assist them in developing their future vision and identifying steps to move them toward their new reality.

www.two4coaching.com

- **SHARON MYLREA** is currently the Training Director for the Wisconsin Department of Transportation. During her State career, Sharon has provided consultation and training in areas including teambuilding, communication skills, strategic planning, and quality improvement, and she led the development and implementation of WisDOT University. She served as Chair of the Wisconsin State Training Council and is currently on the Board of Directors for Madison Area Quality Improvement Network. You can reach Sharon at (608) 266-7567 or (608) 225-0676.
- **CLAUDIA ORVIS** is in her third decade of State service currently as an urban planning analyst but previously as an internal consultant providing training, strategic planning and process management support for the Wisconsin Department of Transportation. Claudia has provided training in many areas including Total Quality Management concepts, organizational performance measures, strategic planning, process management and workshops based on Stephen Covey's "Seven Habits of Highly Effective People". You can reach Claudia at (608) 266-1857 or (608) 577-2805.

Defining Creativity



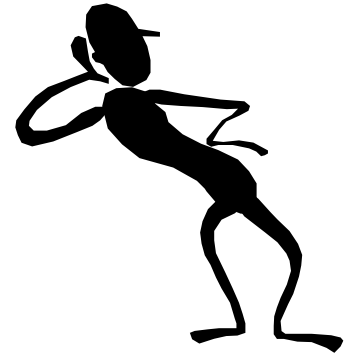
- Mental flexibility
- Bringing into existence an idea that is new to you
- A set of skills that can be learned, developed and utilized in daily problem-solving
- Originality, expressiveness, imagination

Did You Know Your Brain...

- Is more flexible & multidimensional than any supercomputer
- Will improve with age if you use it properly
- Is not just in your head..intelligence is in cells that are distributed throughout the body
- Is capable of making a virtually unlimited number of synaptic connections or potential patterns of thought.

From "How to Think like Leonardo da Vinci"
by Michael J. Gelb

Who said it?



- **“If at first the idea is not absurd, then there is no hope for it.”**
- **“Hell, there are no rules here -- we're trying to accomplish something.”**
- **"An idea is salvation by imagination."**
- **“You cannot use up creativity. The more you use the more you have.”**
- **"Somewhere, something incredible is waiting to be known."**
- **Maya Angelou**
- **Carl Sagan**
- **Thomas Edison**
- **Frank Lloyd Wright**
- **Albert Einstein**

Do you know someone who is "creative"?



- Think of the most creative person you know
- In what way is he/she creative?
- What characteristics does this person have?
- Discuss with the person next to you.

Creative people are ...

- Open-minded
- Unconventional
- Spontaneous
- Flexible
- Divergent thinkers
- Not necessarily the "experts"
- Confident in their creative ability

$$1+1=3$$



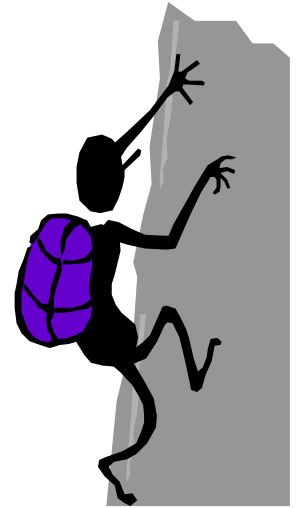
"Going Up In Smoke"



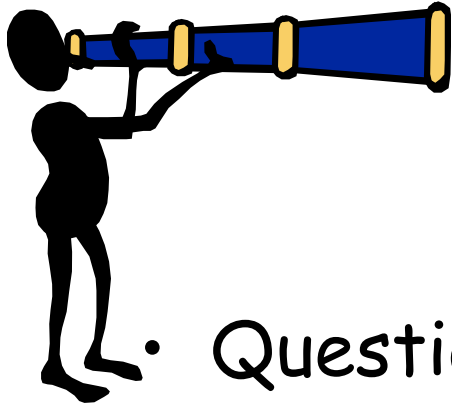
- Sfumato - literally "Going up in Smoke" - Gelb calls it "the most distinctive trait of highly creative people"
 - Endurance for confusion
 - At home with the unknown
 - Able to make friends with paradox

From "How to Think like Leonardo da Vinci"
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Four Roles of the Creative Process



- EXPLORER -- searching for new information
- ARTIST -- turning resources into new ideas
- JUDGE -- evaluating the merits of an idea
- WARRIOR -- carrying your idea into action

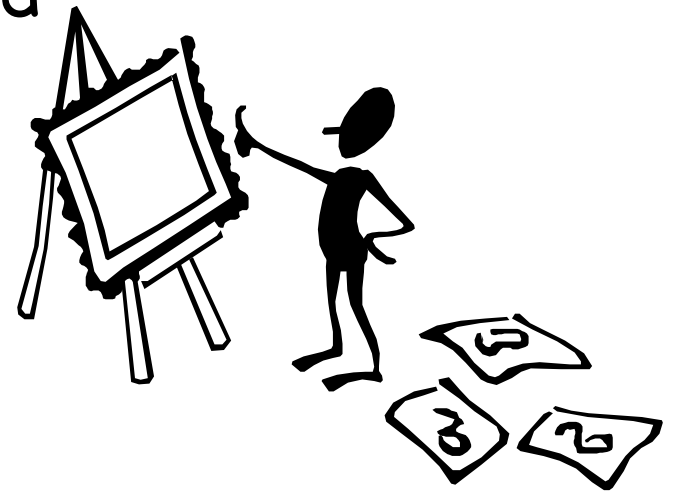


Explorer

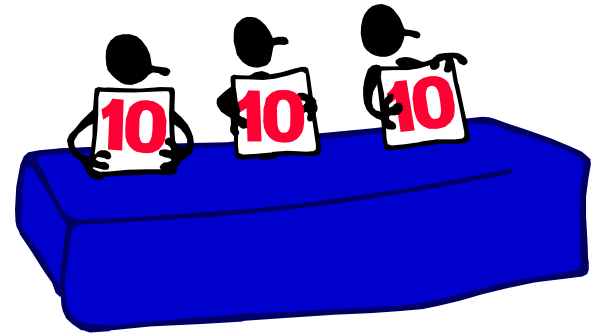
- Question assumptions:
 - Identify the organizations "sacred cows"
 - What are the organization's undiscussibles?
- Ask Why? Ask How?
- Use all your senses
- Look at everything from 3 different perspective

The Artist

- Reflect on what you've learned
- Unleash your imagination
- Identify the connections
- Identify the ambiguities
- Have a dialogue with your intuition
- Have an imaginary dialogue



The Judge



- What are we trying to accomplish with this idea?
- What are the pros/cons of this idea?
- What is the probability of success?
- Do we have advocates for this idea?
- Is the time right for this idea?
- What minefields are we walking into?



The Warrior

- Knows there will be resistance and is up for the challenge.
- Thick skin - able to take criticism
- Rebounds when knocked down.
- Identifies what can be done - what resources are already available to make it happen.
- Is ready to follow-through
- War Cry - Just Do It



Graffiti Flipchart

- Spend a few minutes - tap into the explorer & artist in all of you - and discuss what you heard in the overview of creativity - identify key themes, ambiguities, connections
- After your discussion, take 10 minutes to **CREATIVELY** depict those key themes with pictures, word drawing, etc.
- Have fun with the items in your craft box—let your creativity flourish!



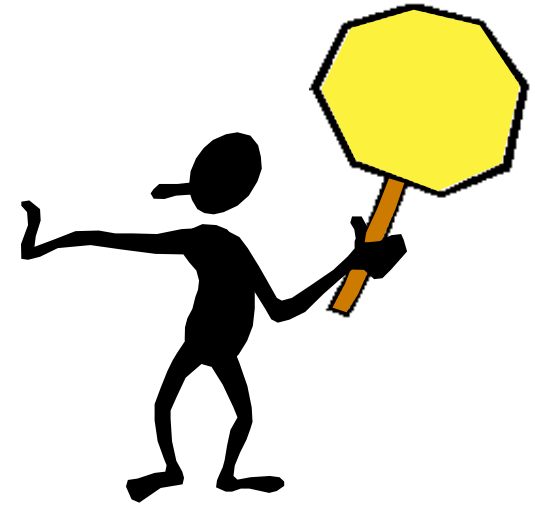


Opportunities



- New leadership is coming on board - what can I do to turn them into advocates for my pet project?
- Technology has provided opportunities for connecting all areas of the organization. How can I use that to engage all levels/areas of the organization in Strategic Planning?
- The budget deficit has given government an opportunity to develop more effective/efficient ways of delivering products & services. What ideas do you have to do that.

Challenging Your Assumptions



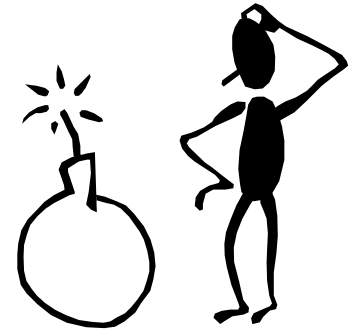
- Share your opportunities
- Select the opportunity your group is going to focus on
- Identify beliefs and assumptions about this opportunity
- Create a list of contrasting assumptions
- Identify those new assumptions that are plausible

Brainwriting



- Define the problem
- One worksheet for each member
- Each member writes 3 ideas in top row of his/her worksheet
- Pass worksheets to next person
- Add 3 more ideas
- Continue passing until ideas are exhausted

Problem Statements

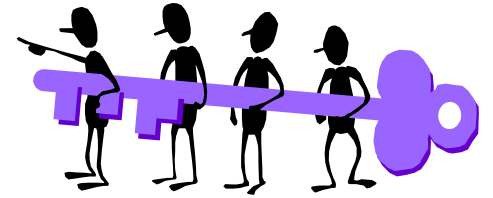


- What can employees do to ensure that we have training and advancement opportunities ?
- How can we improve communication between supervisors and staff?
- How can we improve our image?

Brainwriting Tips



- Use small post-it notes on the worksheets (can be sorted later)
- Allow enough time
- Write whatever comes to mind
- Include enough detail
- Save all the ideas generated
- Leave blanks if you have to



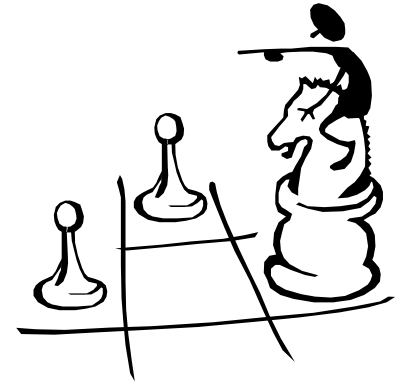
Imaginary Brainstorming

- Define the problem
- Identify the elements of the problem
- Substitute imaginary replacements for the elements
- Brainstorm ideas for the imaginary problem
- Transform those ideas to the real problem

Imaginary Brainstorming

- New leadership is coming on board - what can I do to turn them into advocates for my pet project?
 - Elements: New leadership, advocates, my pet project
 - Replace new leadership with Mick Jagger
 - And -
 - My pet project to monogamous relationships.
- Mick Jagger is coming on board - what can I do to turn him into an advocate for monogamous relationships.

Picture Associations



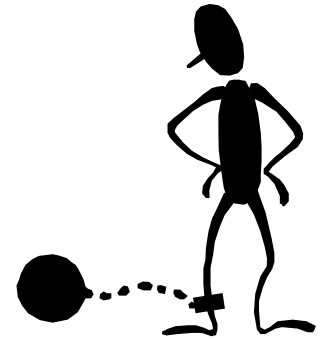
- Define the problem
- View pictures and ask questions
- Record the ideas, words, thoughts that come to mind with each picture
- Transform those ideas to the real problem

Cultural Taboos



- Fantasy & reflection are a waste of time, lazy, even crazy
- Playfulness is for children only
- Problem-solving is a serious business & humor is out of place
- Reason, logic, numbers, utility, practicality are good; feeling, intuition, qualitative judgments, pleasure are bad
- Tradition is preferable to change: "We've always done it that way ..."
- Any problem can be solved by scientific thinking & lots of money

Barriers to Creativity



- The right answer
- That's not logical
- Follow the rules
- Excessive stress
- Assumptions
- "If it ain't broke ..."
- That's not my area
- Avoid ambiguity
- Fear of failure
- I'm not creative
- Change is scary



Creating a Creative Environment



- Provide training in creativity tools
- Encourage personal creativity
- Tolerate failure -- make it safe
- Create an expectation for creativity
- Reward creative contribution
- Reduce stress -- humor, empathy
- Encourage and support teamwork

For more information ...

A Kick in the Seat of the Pants, by Roger von Oech

A Whack on the Side of the Head, by Roger von Oech

The Creative Whack Pack, by Roger von Oech

The Idea Edge, by Bob King and Dr. Helmet Schlicksupp

Six Thinking Hats, by Edward DeBono

Creativity in Business, by Carol Kinsey Goman

