



CHAPTER TWELVE

Generating AHA's for Other People

Producing “creativity on call” for your team,
department, organization, or clients.

Creativity Can Be Generated With Any Group When It Is Needed.

Often the fastest way to increase creativity in an organization is to facilitate it before you teach or counsel for it. With practice you can guide teams or large groups toward greater creativity using any of the creativity tools I have described in this book or any of the books listed in the bibliography.

First you need to answer these questions, whether you are an internal consultant (employee or manager) or an external private consultant.

What do clients want, desire, need, benefit from?

In most cases it is more creativeness and creative ideas. You can help them generate these. I have discovered that people will buy into and support the ideas **they generate**

faster, longer and harder than they will support other people's ideas. Therefore as a facilitator your job is to help people develop many new creative ideas they can choose from to turn into solutions they will commit to doing.

Why work on creativity with your clients?

Creativity will produce multiple benefits beyond simply many new ideas. It will help produce higher morale, lessen stress, open people to dealing with known and unknown conflicts within their group or organization.

Who needs to be more creative?

Everyone will gain from being more creative in all aspects of their lives. Because everyone benefits so will their teams, departments, companies, organizations, families, neighborhoods, communities, towns, cities, states and countries.

When do we need to be more creative?

Whenever necessary or on call. Trying to be creative all the time could be very dangerous. We need to periodically test the waters, break our crayons to look for ways to improve. We also need some times to coast or stay on target for a while to lessen stress and anxiety and to allow our creativity to rest and rejuvenate so that it will flourish when you need it next.

Where is creativity, creative thinking and creative problem solving helpful?

In most to all situations but not 100% of the time. Like desserts, vacations, special experiences, seasoning on food;

creativity needs to be added to life not become life itself. Unless we can create higher and greater levels and degrees of creativeness and creativity by being creative constantly. I personally believe that is beyond being idealistic.

Champion athletes can only practice, push and excell for a finite length of time until it causes weakening of skills and talent. This I believe is true with creativity and creativeness.

How do you help people become more creative?

By coaching, counseling, supporting, training, encouraging, helping as I have said many ways throughout the book. Help people to accept that creative thinking is part of their jobs and a skill they can continually add to and improve.

How can you help clients be creative?

You can help clients by being creative, demonstrating your continually expanding and enriching creativeness in all the work you do. Illustrate the benefits to them related to what they value or desire.

Added to these basic principles of developing creativeness and creative thinking you need to keep in mind the following basic steps that need to be followed most of the time to facilitate creativity.

1. begin with warm-up exercises mental, physical games that require multiple answers.
puzzles: word or visual
2. use S.T.A.M.P.S. or basic "Brainstorming" to prepare people.

use simple exercises that encourage the development of

- a. flexibility varied approaches
- b. fluency multiple possibilities instead of correct answers
- c. elaboration addition of detail
- d. originality newness, novelty, uniqueness, different approaches

3. Practice using simple work problems requiring new alternatives or possibilities. First strive for quantity, then variety, then increased quantity and variety combined with originality.
4. Then focus on major challenges.
5. Recap periodically on the progress.
6. Try a mixture of whole group, multiple team, threesome, pair and individual exercises. Sticking to one too long can dissipate creativeness, energy plus lessen commitment.
7. Experiment with physical games to increase the energy (childlike nature) and fun in the room: blow up balloons and have the group bounce them up in the air as a physical demonstration of creativeness. Throw Nerf® balls or Foambies® around the room.

Be aware as the facilitator of conflicts that occur. Watch for changes in the level of support and the personal dynamics within the group. When it becomes detrimental or disruptive it is time to deal with it and not just keep plugging away hoping it will stop.

Creative thinking is hard work and requires a lot of energy. The longer and higher you can maintain the enthusiasm

the greater the results. Occasional “fun” or child-like behavior breaks, even childish behavior can recharge the creativeness in the group or team. Go Fly Kites. Play Frisbee outside. Try another game. Watch funny movies or cartoons. Each of these can be very helpful if you use the element of surprise and variety. If people know you are going to take a planned “kid” or “fun” break it may not produce the results you’re seeking.

To promote creativeness and creative thinking in your organization or in a client’s organization:

- First Demonstrate your creativeness and how it is growing through all you do for them. Help them see the direct benefits: more ideas, solved problems, profits.
- Second Use creative thinking tools in your meetings.
- Third Volunteer to facilitate a creative thinking session for them.
- Fourth Offer to train some of their people
- Fifth Offer to train some of their people to train their own people.

Each of these steps will help both you and your client or organization.

Creativeness and creative thinking: yours, mine and ours is mostly unlimited compared too what any of us have ever experienced. Use it, Enthuse it, or Lose it!

Will it be easy? No! Will it be beneficial? Tremendously for you and all the people you work for.

Good luck on becoming the most and best creative leader you can while you are encouraging everyone else to become the most and best creative leaders they can.

