Creative Strategies:
Bring Your Great Ideas To Fruition

Matt Gray

Rocky Mountain Innovation Lab

For DOVIA's CCOV – 10/11/17

mgray@rockymountaininnovationlab.com
www.rockymountaininnovationlab.com

How many different uses are there for a standard party cup? 759?
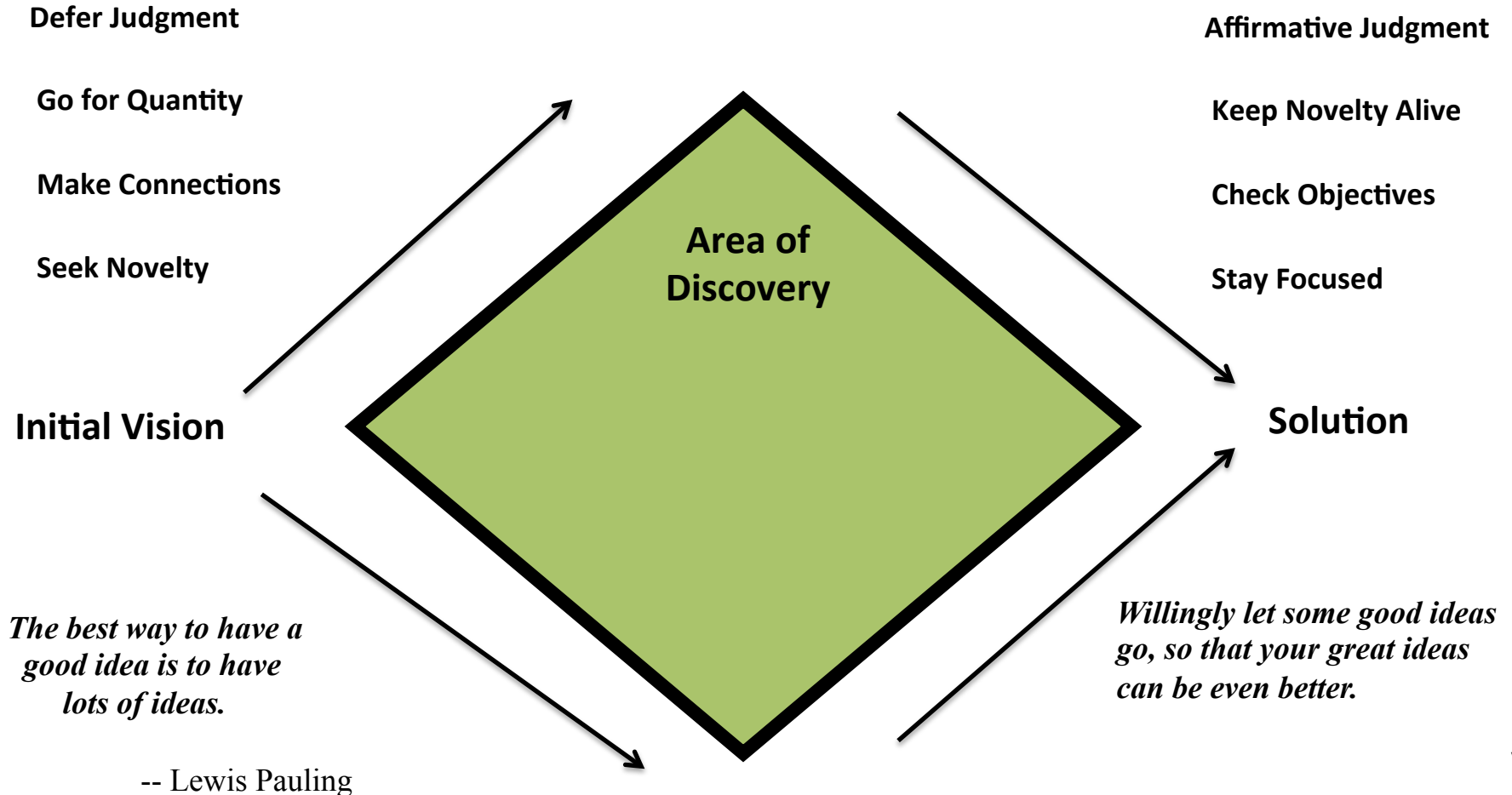
The cup activity demonstrates 1) the attributes of a creative culture and 2) the divergent/convergent thinking skills, defined on the next two slides.
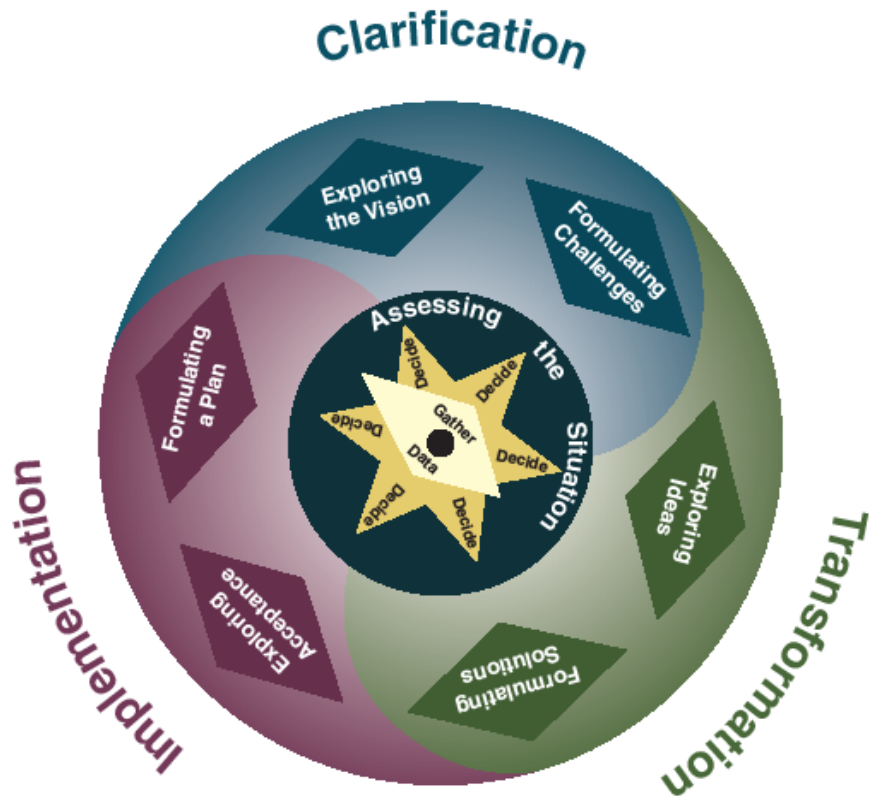
The Creative Culture

- Curiosity: constant inquiry & enjoying ambiguity

- Openness: kindness, risk taking, and novelty

- Big picture thinking: visionary and strategic

- Liveliness: playfulness, humor, debate

- Perseverance: grit to carry on w/ complexity

Dynamic Balance:
Divergent and Convergent Thinking

Defer Judgment

Go for Quantity

Make Connections

Seek Novelty

Affirmative Judgment

Keep Novelty Alive

Check Objectives

Stay Focused

Area of Discovery

Initial Vision

Solution

The best way to have a good idea is to have lots of ideas.

-- Lewis Pauling

Willingly let some good ideas go, so that your great ideas can be even better.

\

Puccio, G. J., Murdock, M. C., & Mance, M. (2006)

Creative Problem Solving Model

Creative Leadership: Skills That Drive Change
Puccio, Murdock, & Mance (2007), influenced by Alex Osborne

Note to Reader

- The following slides offer a series of questions and prompts about the creative strategy approach. Each of the questions in each step do not have to be answered … these are opportunities, not obligations.

- For this process to be effective though, each step should be given some consideration and not skipped. Utilizing divergent and convergent thinking at different points (noted in several steps) will also be very helpful.

1. What's the **Vision**?

- What might the impact of our solution be?

- How else do we want to influence volunteerism, Coloradans, our community?

- What are the ideal outcomes for this program or project?

2. How Are We **Treating** One Another?

- Do people come first? How can we prioritize the treatment of one another?

- How else might we build healthy teams?

- In what ways are we showing kindness and respect for others' during this process?

* This is not found in the original CPS Model, but is a piece I've added as I believe team culture is critical to our success

3. In What **Context*** Am I Working?

- How might other organizations be tackling the same challenge?

- What might my organization already be doing in this area? What have we done?

- In what ways are organizations in <u>other industries</u> handling similar issues?

* Utilize Divergent Thinking

4. What **Challenges*** Might We Face?

- What will stand in the way of our vision?

- What demands our extra attention?

- What risks might we be willing to take?

- Where are my weaknesses as a leader?

- What are the limitations of our **capacity**?

* Utilize Divergent Thinking

A thought on capacity
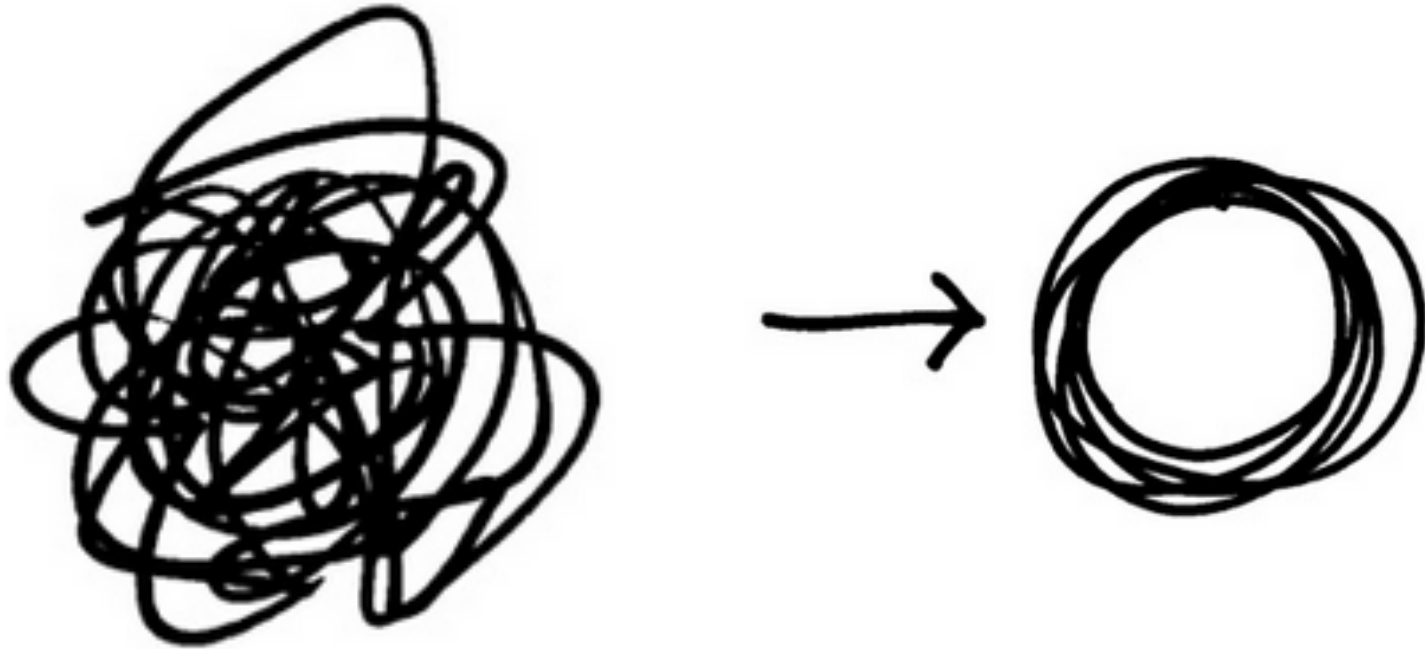
Essentialism asks us to focus on that one most important thing, and the process of deciding on that focus. Respecting our capacity relies on deciding what's most essential.

The messy and exciting process of creativity allows us to discover the most essential way to spend our energy
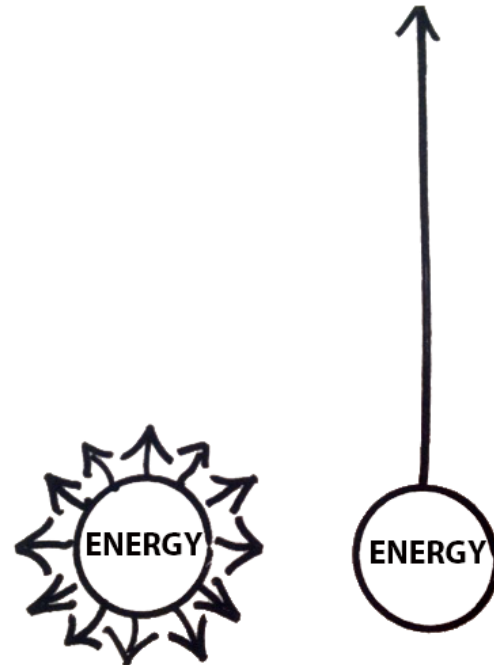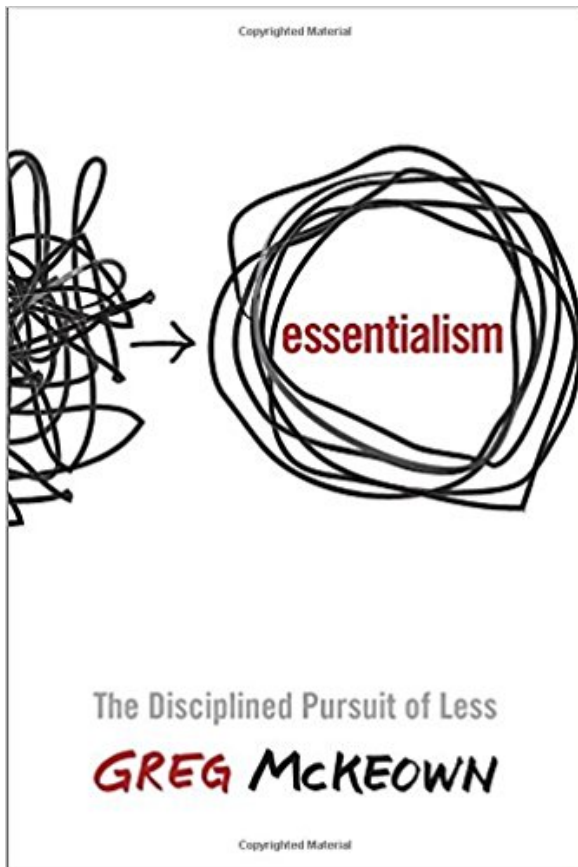
5. What **Ideas*** Might Overcome Our Challenges?

- What ideas come to mind with ease, right away?

- What have we always wanted to do, but haven't?

- What are the most absurd ideas possible?

- What ideas just feel right?

* Utilize Divergent Thinking

6. What **Solutions*** Shall We Implement?

- What skills do I need to gain as a leader?

- Who can I collaborate with to balance my skillset? Who is missing on my team?

- What other resources can we utilize to be successful?

* Utilize Convergent Thinking

# 7. How Will Our Vision and These Ideas Be **Accepted***?

- How will our vision work in the specific context in which we're implementing it?

- Who else will assist us with our vision within the organization and externally?

- Who will resist our vision?

* Utilize 'the Pause' and Mindfulness

What Are the First Steps of My **Strategy**?

- What's one thing I need to do:
  - a. tomorrow,
  - b. one week from now, and
  - c. one month from now?

- Who do I need to reach out to immediately?

- What's the most essential priority for the project? For the organization?

Creative Problem Solving Model: Review
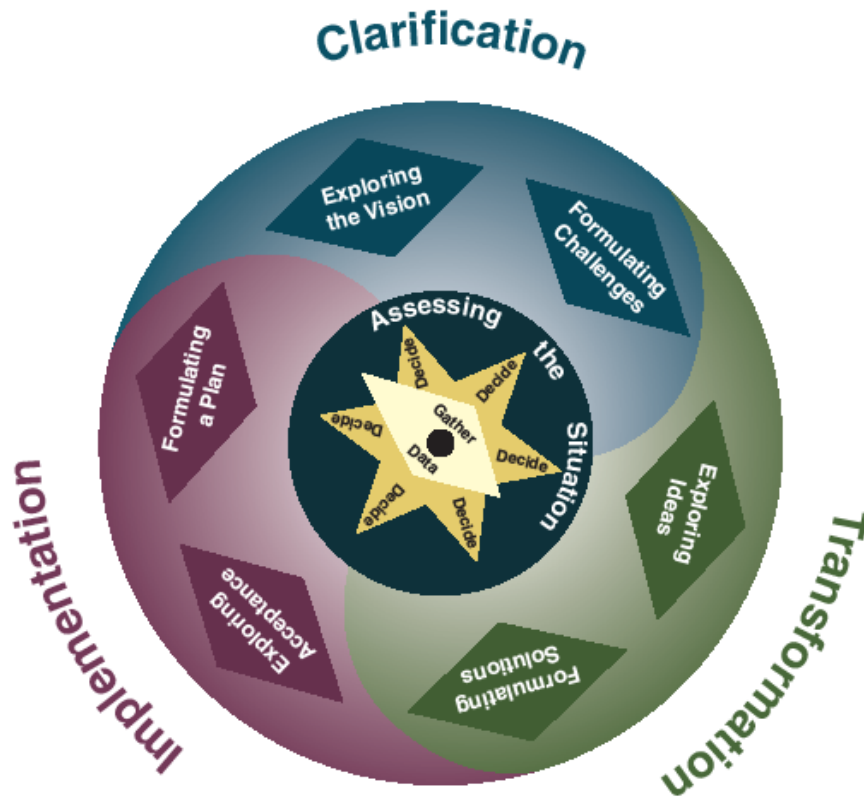
Vision

Context

Challenges

Ideas

Solutions

Acceptance

Strategy

Creative Leadership: Skills That Drive Change
Puccio, Murdock, & Mance (2007)

Creative Strategies:
Bring Your Great Ideas To Fruition

Matt Gray

Rocky Mountain Innovation Lab

For DOVIA's CCOV – 10/11/17

mgray@rockymountaininnovationlab.com
www.rockymountaininnovationlab.com

© Matt Gray, 2017