



## Getting the Creative Juices Flowing

- ➡ Imagine a watch that controls a microchip in your ear so you may tell the time, play a song or call a friend at the push of a button!
- ➡ What would your car look like if it was blue with pink stripes? Can you really picture it? What would your friends say if you drove around in it? Would you do it for a dare?
- ➡ What if we learnt how to use the other 95% of our brains – what kind of result would we be capable of?

3M, Sony, Apple, Microsoft, & LG are just some companies that have gained huge financial gain from staff creativity.

Innovation and creativity can make the difference between a business surviving and thriving in our changing world, or quietly passing into the night. Yet very few businesses spend money on creativity and innovation. Why is that?

Well many organisations feel they do not have the budget to spend on something as intangible as creativity and innovation. It is difficult to measure the results of this new way of thinking for the organisation.

*"There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns."* - Edward de Bono

- ➡ Imagine working the same hours, and getting twice as much done. And for doing so, you get 8 weeks of holidays a year instead of 4.
- ➡ Could you have a highly successful company where staff determine their own wages and are accountable only to themselves? (ie. there are no managers)

### So what is creativity?

Creativity involves breaking out of established patterns in order to look at things in a different way. It is about expanding our existing understanding and ideas to encompass new possibilities and outcomes.



Test your understanding of creativity - Answer “True” or “False”

Creativity usually occurs in a burst of insight, often appearing out of nowhere

Creativity depends on inspiration more than perspiration

Creativity and intelligence are unrelated

**Q. Does creativity occur in a burst of insight like a light-bulb turning on?**

**A.** It is widely believed that amazing flashes of creativity just come from nowhere. Undeniably, creative bursts of insight do occur. However, the evidence suggests that major creative achievements generally are logical extensions of existing ideas, involving long, hard work and many small, faltering steps forward.

Thomas Edison is well known for his creative genius. Edison invented the light-bulb and the movie projector among other things.

*"Genius is 1% inspiration and 99% perspiration."* (Thomas Edison)

Edison is known to have failed at his first 10,000 attempts to create the light-bulb. And thankfully for all of us, he persisted!

## Q. Does humour and fun help to unlock creativity?

**A.** One of the best, most effective tools for unlocking creativity, is humour. Humour has been discovered by many organisations to help unlock the creative juices of staff! Humour comes from the **right** side of the brain; and when your right brain is stimulated then you are more open to creativity. The release of endorphins from laughing help make creativity enjoyable.

All the statements on the previous page are indeed FALSE!

The truth is we are all creative if we put our minds to creating solutions to alleviate problems. Remember that great creative minds have one thing in common – they PERSIST.

*"Creativity is not a light bulb in the mind, as most cartoons depict it. It is an accomplishment born of intensive study, long reflection, persistence, and interest".*

(Snow, 1986)

### **Written by Blake Beattie**

Blake is a director of Inspire Consulting and the Life Changing Experiences Foundation. Through coaching, speaking and training, Blake has provided long term, sustainable solutions to a number of different organisations throughout Australia, America, Canada and New Zealand. Myers, Telstra, the Australian Swimming Team and Community Aid Abroad are just some of the organisations that have benefited from Blake's work over the last few years.

Blake is a qualified teacher, actor, timeline therapist and NLP practitioner and is currently completing a Masters Degree in Business Administration. He has been a National Speakers Showcase finalist and was nominated for the Yale World Fellowship Program. Blake has managed highly successful teams, has spoken to audiences of up to 15,000 people in a day and has featured on Australian radio and television. Blake recently spoke aboard the Sapphire Princess, the largest passenger ship to ever come to Sydney and was also awarded the Summit Leadership Award presented at Parliament House.



Blake delivers results. He is a dynamic and passionate speaker who connects with any audience to increase productivity and improve performance. For your next conference or event make sure you choose a speaker that provides lasting sustainable change – look no further than Sydney born speaker Blake Beattie.