Creativity Activities

The <u>fastest</u> way to getting things done is to perfect a process and repeat it.

That's often not the <u>best</u> way.

Use these *Creativity Activities* to get the creative juices of your employees flowing.
Help them to think broadly, be open to possibilities, and blast beyond "the way we've always done it."

Profiting from Underlying Capabilities

Apple's App Store provides a development and commerce platform for free to App developers. In return they keep 30% of the revenue from App sales. They don't develop the end-product; they simply provide a means to *achieve* development of the end-product.

What could your company do similarly? Is there a way to get people / companies outside of your own to provide an end-product based on a core capability your company possesses? How might you monetize it?

The Official…

States have "official" symbols such as birds, mammals, flowers, songs, food, etc.
What would be the equivalent in your company?

Our Official …

Animal _____   Reptile _____

Plant _____   Dance _____

Food _____   Song _____

Drink _____   "Landmark" _____

Speak the Truth

The state of Pennsylvania has "Do Not Litter" signs posted on its highways. They don't appeal to one's altruism or threaten individuals with a fine. They speak the truth – *You Can't Afford It*.

What other types of official statements could benefit from re-writing – to speak the truth?

Don't Litter
Think of the environment

Don't Litter
It's against the law

Don't Litter
You can't afford it

. . . .

Reinvent Your Business

Read this Businessweek article to get your juices flowing, then brainstorm:

- ✓ What can your company do to appeal to new audiences?
- ✓ Is there a new business opportunity within your company's existing business?
- ✓ Match your current offerings with different demographics, industries, uses.
- ✓ What do people "hate" about your business – is there a way to use that to your advantage?

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Exploiting Your Infrastructure

Japan has a national service called Watch Over which utilizes the mail carrier system to check in on elderly residents along their routes. For a small monthly fee, the mail carrier will make contact with, and monitor the condition of, the elderly resident and relay information about their well-being to their family, using a tablet.

The brilliance of this model is that it takes an existing infrastructure (a nationwide postal delivery network) and a seemingly unconnected challenge (isolated seniors) and puts them together. (AARP Bulletin, April 2018)

Brainstorm: What infrastructure or activity is already occurring in your organization that you could exploit for another purpose?