

The Six Creative Indicators

Bob 'Idea Man' Hooey

Can you tell who is more likely to be a creative addition to your team? Can you separate the 'really' creative from the herd? Well according to research there are six basic indicators that might help in your quest to attract creative people for your team. People who rank high or exhibit more of these characteristics tend to be more creative.

Idea volume and fluency

This is an area where volume 'actually' counts. It may take 30 average ideas to yield one great one. Creative people tend to be better at generating ideas, even if most of them have little long term or applicable commercial value. Our minds are very much like a 'muscle' in that we tend to work better when we warm them up. They work better when they are exercised on a regular basis too. Our best ideas often come after we have worked through the more basic ones.

Slow to jump to conclusions or judge

You tend to get more high quality ideas when judgment is withheld. This is the secret to effective brainstorming or 'Thunder-thinking'. Judging cuts off the creative flow of ideas. Judging tends to look for what doesn't fit or won't work verses exploring possibilities and potential. Creativity is willing to explore the options and potentials.

Imagination and flexibility

Creativity in its essence is based on flexible thinking. Creative people tend to exhibit almost a kid-like curiosity about life. Acting as if the world can be as you imagine it enhances your creativity. *"The best way to predict the future is to create or invent it."*

Concentration and focus

Both of these traits are 'critical aspects' of creativity. Concentration is staying focused on a particular subject, even when you are tired, bored or frustrated. Creative behaviors are able to ignore or tune out distractions and outside stimuli while working to solve a problem or reach a goal.

Able to deal with ambiguity

Creativity is dealing with the vague and unformed to create the clear and concise. Creative people tend to be able to handle ambiguity where there is no clearly defined right or wrong. Creative people have a willingness to see all sides of a situation and to remain in questioning mode rather than rushing to find the answer. They keep going past the 'first' right answer to explore for the 'best' answer or innovative solution.

Able to handle disorder

Creative people tend to handle or even prefer disorder. Forget the stereotype of the absent minded professor with stacks all around the office. This may be valid, but **disorder is not necessarily 'mess'**. Disorder refers to non-linear thinking, shaking up the normal order, status quo, or non-symmetrical design.

Keep these six indicators in mind when you are looking to recruit a member of your Mastermind Alliance, sales and marketing team, or support team. People do exhibit their creative traits if you are willing to look and analyze their behaviour. Remember we can unleash our creativity, too.

I have sprinkled brain boosters and creative ideas for your fun throughout this book! Stop and play with them!

Ideas that are weird – perhaps?

Innovation and idea generation are, at the very basics, about being curious and courageous; curious about life, courageous about challenging the status quo, and then making changes to make it better.

This is where those who lead creatively excel. They are not afraid to go outside the confines of their narrow field and to borrow, beg, and sometimes 'steal' ideas from other fields and industries.

Great ideas are transferable! It is a good management practice to look at your 'norms' and ask yourself the 'contrarian' or flip side of the equation questions. This is where innovation and the real creative spark exist. That doesn't mean you always throw away what you are currently using. At times it is still very effective and may be the most productive use of your time, resources, and energy.

What if there is a better way, a more productive way, a more cost effective way, and your competitor finds it first? Hmm?

The secret to thriving in our competitive, and by now everyone understands globally competitive market, is being constantly on the 'improve' and sometimes that means 'improve' to find the answers to the questions your existing and potential clients are asking. So keep questioning and keep on the quest to tap into your creative genius!

Brain boosters: (take a minute and let your brain play with one or two) Warming up your brain to engage your creative genius works!

Design the cover for a new book called, 'The best things in life are creative'

Create 5 new brand names for a line of ladies watches. Men's watches.

What if birds barked and dogs chirped? What would that be like?

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Bob 'Idea Man' Hooey, DTM, PRA, CKD-Emeritus, Accredited Speaker, 2011 Spirit of CAPS recipient is an inspirational leader, speaker, and a prolific author whose works include **'Legacy of Leadership', 'Why Didn't I THINK of That', 'Speaking for Success' and 'The Courage to Lead!'** His articles have been featured in a multitude of North American trade and global consumer publications. He is a respected leader who has been honored by CAPS, NSA, Toastmasters, and the United Nations for his leadership contributions. His creative Ideas At Work have allowed him to travel the globe sharing insights, encouragement in 61 countries, so far. With Covid-19 he has been zooming around the globe to share his ideas. His **innovative Ideas At Work!** have been successfully applied by global leaders as well as Canada's 50 Best Managed Companies.