

What's possible...

...in your business

Ignoring change can ruin you! Embracing change can make you millions!

Ask yourself this: "Is the rate of change slowing or increasing?"

And the answer must be... **increasing!**

1. Computing power and speed is predicted to surpass the human mind in the next decade!
2. You can buy a 3D laser-jet chocolate printer and scientists are developing 3D printer for human organs!

Change is inevitable and it's coming at us like an out-of-control train. Ignore it at your peril.

Embrace change if you are committed to success. To embrace change and the skill of creativity is no longer a luxury of business but essential.

Creativity and innovation = growth

Creativity gives birth to new ideas.

Creativity at its best is essential for converting ideas into commercial reality.

Creativity can be intimidating. Many people put creativity on a pedestal. They shake their heads and say it's "not for me". You better! If you don't your business will be ancient history (eventually).

Let's seek out the experts then...

Sticky Wisdom is written by the team from ?WHAT IF! They are a creative agency with an amazing pedigree.

They are responsible for some impressive results.

- Reduced Easy Jet's plane turn-around from 55 minutes to 27 minutes – increasing jet utilization by 15%!
- Created a new diet proposition for Kellogg's Special K 'Drop a jean size' resulting in a 50% sales increase in just one year



- Created the Sainsbury's 'Taste The Difference' brand worth £500m in 5 years



These boys and girls at ?WHAT IF! know their onions when it comes to making creativity payoff.

Here's how you can put their insights to work for your business...

6 easy-steps to millionaire creativity...

But let's make it relevant to you.

Let's make it personal.

Bring to mind an issue, a problem or an opportunity to which you want to apply some creativity.

Write it down. Now let's start...

1. FRESHNESS

"Problems cannot be solved by thinking within the framework in which they were created." – suggested Albert Einstein.

True freshness is impossible to replicate – which is a good thing! True freshness secures a lucrative competitive advantage when you find it.

And to achieve freshness...

Quality and uniqueness of stimulus has a direct impact on the quality and uniqueness of ideas out.

The ?WHAT IF! team use tools and techniques to push their creative thinking.

They source a wider diet, seeking out new experiences and ways of thinking about their market, products and internal processes.

As Body Shop founder Anita Roddick says: "Go where your competitors can't or won't"

Plan creative sessions in advance and use the four R's of freshness to help you break out of conventional thinking:

What's possible...

A. RE-EXPRESSION – Produce a radically different viewpoint

- Use different words to describe the problem (over, under, above, through, around)
- Use different senses (eg draw a picture or 'act out' instead of discussion)
- Use someone's else perspective (what would a 5 year old think?)

B. RELATED WORLD – Identify situations or events that mirror your challenge

Take your challenge and seek out learning from others. Apply your learning to your own challenge for a unique solution.

Example: What do you get when you cross a sweaty teenager with a ball-point pen? You get roll-on deodorant!

There are many avenues you can follow when using the "related world" technique:

- Other businesses (in other countries)
- Other people with related expertise
- The wider world of science, history or nature (remember velcro was created after seeing burrs attached to clothes)

C. REVOLUTION – Challenge rules and assumptions

Here's five revolutionary questions to help:

- i. What if we did nothing? The difficult-to-pour consistency of Heinz ketchup turned into a product feature using clever advertising.
- ii. What if we make it for half the cost? The lower cost ingredients at the centre of a chocolate made Mars a worldwide hit.
- iii. What if people bought twice as much? What if you double the size of a shopping basket? The supermarket trolley was born!
- iv. What if we reverse the process? In the 80s, car companies focused on big family cars. Mazda reversed this, creating the uber-successful MX5.
- v. What if we exaggerate the issue? The crisp was one chef's (sarcastic) response to complaints about the thickness of his fries.

D. RANDOM LINKS. Find a person, object, place, picture or randomly selected piece of stimulus that has nothing to do with your challenge and deliberately force a connection. Be committed to two rules:

1) Use a truly random item/idea

2) You **MUST** find a connection

The great thing about "the 4 Rs" is they are not prescriptive. They are principles that can be tailored and adapted to any challenge, any opportunity. Just do it!

2. GREENHOUSING

"A new idea is delicate. It can be killed by a sneer or a yawn; it can be stabbed to death by a joke or worried to death by a frown on the right person's brow." said Charles Browder, and he's right



Use greenhousing to protect young ideas when they are at their most vulnerable and nurture them.

Say YES to...

- Suspend judgement
- Seek understanding
- Nurturing

And say NO to...

- Reacting
- Assuming
- Insisting

BEWARE: Greenhousing is not a halfway behaviour – you must be right in the greenhouse with the door closed! Keep it warm, be gentle with your new ideas. It's so easy to kill 'em.

3. REALNESS

"If a picture's worth a thousand words, then a prototype is worth a million." – it's hard to argue with Trevor Baylis, clockwork radio inventor.

The aim is to find a way to reproduce the experience and bring your idea to life.

Get it off the drawing board, prototype it.

Experience the creative rush that realness delivers and you will never go back!



Example: Decision makers at Disney questioned if animals were 'exciting enough' to warrant their own attraction. Reaching a deadlock, a 400lb Bengal Tiger was hired to stroll around the conference room. The debate ended and "Animal Kingdom" was born!

Realness means you stop talking and stop sending memos. Make your idea real right now!

4. MOMENTUM

"If you really want to kill an idea, do it slowly!"

How does it feel to be working on a project that has real momentum?

You can spot the energy and excitement a mile off. You can feel the positive buzz in the air.

Example: Most of us can conjure up an image of Bill Gates and Paul Allen battling it out in the early days of Microsoft. Lots of late nights. Lots of caffeine. Lots of take-out pizza.

Did they even notice the time? Probably not. They were on a mission, personally motivated and exhilarated by the same goal. Lots of laughter; lots of setbacks too; but they maintained momentum.

Momentum is all about getting on and doing whatever you have to do to make it happen – NOW!

It's not about taking small bites out of a task whenever time permits. It's about really getting your teeth into it and wrestling it to the floor.

Banish Barriers to Momentum:

- a. Cut down projects. Aim for less breadth more depth. Apple created revolutionary products by working on only a few projects.
- b. Cut out waste. How often do we deliberately seek out waste?

Julian Richer, founder of the hi-fi chain Richer Sounds has institutionalised the removal of momentum barriers with a "Cut the Crap Committee".

As Julian says: "Most companies just keep adding new systems. They never go through and clear out the obsolete ones".

- c. Cut Multidisciplinary Monsters. Small teams move faster, tend to be braver in challenging conventional thinking, and are more rewarding to be part of.
- d. Cut Bar Coding "Hot housing" is an antidote to the evils of slicing your time into such small segments that your diary resembles a bar code. Giving uninterrupted focus to your project builds and maintains momentum".

5. SIGNALLING

Imagine a world with no signals. No road signs, no stop signs, no traffic lights and no warning signs. Life would be incredibly frustrating with no one sure of exactly what's going on.



We all recognise signals are invaluable outside work. But in business, we rarely signal to each other.

As a result, people in one thinking mode (analytical) can easily collide with people in another (creative). Even where no real damage is done, the quality of interaction is rarely as good as it could be.

Signalling is simply a running commentary on your own thoughts. Make sure people understand what you are thinking and whether you require their support and nurturing of an idea (creativity) or their judgement (analytical).

6. BRAVERY

Even at the most simple level, a new idea represents a new connection, something that hasn't been put together before.

It goes against the flow of what has come before. It requires the creative person to stand up and be counted. You MUST dare to be different.



At a personal level, brave people at work are usually those who are willing to speak their mind.

Brave people do not think of themselves as brave, they are merely being true to themselves.

Here are a few ways to increase your bravery in business:

- Face Your Fears! They are usually not as scary once you have voiced them. Let your fears out!
- Know Thyself! Understand your comfort zone and challenge yourself to get out of it!
- Get Some Vision! Stop focusing on your fears and face the future! Visualisation means picturing success, focusing on the rewards.
- Make Bravery a Habit! Do one "stretch activity" outside your comfort zone per week. If you get used to riding small waves, the bigger ones will get easier to ride as well!

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- Promote Bravery, Literally! Promote it as a value, talk openly about the actions that fit the value and promote those who show it!
- “Learnings,” not Mistakes. When things don't go as planned discuss them openly to take advantage of the learnings and make the learnings public.

A Call To Arms!

In a world where we increasingly feed off the same “mind food,” fortune will favour those who realise that to out-innovate the competition we need to breathe the oxygen that is creative behaviour.

Human beings operating at the fullness of their potential can create that spark of difference, of added value and uniqueness which holds the key to astonishing success.

The creative revolution at work is unavoidable – welcome it. You can start today!

Go on then!

Your thoughts...

Your Actions (next steps)

1.

2.

3.

