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Focus on Innovation

Focus on Innovation is a monthly electronic newsletter designed to provoke thoughts and ideas on how to bring innovation to life within the organizations in which we work.

For Those on the Run

Admit it, you are innovative and have been looking for a way to celebrate it. Did you know that there is an annual Creativity and Innovation Day, celebrated around the world, where you can do just that? The week of April 15 - 21 has been designated as a time to encourage and support people's beliefs in their own ability to imagine, create and implement new ideas and solutions towards making the world a better place, and to make their place in the world better too. Why not join in!

Celebrating Our Creativity and Innovation

How often do we take time to celebrate creativity and innovation? To truly stop and acknowledge how creativity and innovation can make a difference in our every day life, work and in the world. In 2002 a group of people in Canada decided that something needed to be done to celebrate our ability to make meaningful, responsible, knowledgeable and impactful changes to survive in harmony with each other within our habitat; they came up with the idea of holding a Creativity and Innovation Day. In 2004, more than 5,000 people including schools, universities, businesses, communities, and individual families were involved in Creativity and Innovation Day. This year, Creativity and Innovation Day will be celebrated in over 105 communities across 43 countries worldwide.

The purpose of Creativity and Innovation day is to mark and affirm the creative ability each person has to find new challenges, generate new options and then solve them in new ways. For a whole week - from April 15th, Leonardo da Vinci's Birthday, until April 21st, Creativity and Innovation Day - organizations, communities, schools, agencies, families and associations host activities and programs that welcome, engage and celebrate pride in creating and innovating for personal, professional, community or organizational benefit. The philosophy behind Creativity and Innovation Day rests with the idea that creativity results from a restlessness to improve the status quo and that each of us has it and expresses it uniquely. That's why people are free to choose or invent their own celebrations that would be meaningful for them. Leonardo da Vinci serves as a good model for Creativity and Innovation Day because he persevered to make new decisions using multi-disciplinary knowledge and imagination while mixing the two worlds of art and technology.

There are all kinds of things you can do to celebrate Creativity and Innovation Day. Here are some of the things people have done over the years to celebrate Creativity and Innovation Day:

- Eating dinner backwards, starting with dessert.
- Potluck parties to which each guest brought a new recipe or a dish from another country.
- One schoolteacher arranged for her middle school class to learn two creative thinking techniques to use in their Geography and English classes and mix them together just like Leonardo da Vinci mixed his subjects of fine art and machinery.
- Every year since the beginning, a big Canadian steel company decorates their cafeteria, has speakers come in and puts aside an afternoon for the children of the employees to create crafts projects.
- In Thailand, a street festival is held with local businesses sponsoring creative activities for the children of families who had so little that they never used a crayon.
- Civil servants in the Netherlands go for walks in the park at lunchtime and talk about creativity in their workplace.
- In Buffalo New York, a schoolteacher teaches her students to brainstorm and together they use this technique to list suggestions of how to make the classroom and their classes more interesting.

Whether you are a Business, university, family, school, individual, we invite you to celebrate Creativity and Innovation Day April 15 - 21, 2005. Set the date in your calendar and let your imagination go in terms of what you can do to celebrate.

For more on Creativity and Innovation Day, visit www.creativityday.org for information about CID celebrations around the world and to post your class, family, business or personal CID event for others to see. This year's theme: How might you creatively make a difference?

What's the Bottom line

Creativity and innovation needs to be celebrated. What might you do for Creativity and Innovation Day April 15 - 21 to make the world the better place and to make your place in the world better too?



Please feel free to pass this newsletter on to others.

If you would like more information about the ideas and topics listed in this issue, contact Judy Laws, Ph.D. at jlaws@foursightconsulting.com.

For more ideas on creativity, innovation, to join or be removed from the newsletter distribution list, visit www.foursightconsulting.com.