



Seeing tomorrow's ideas...Today

foursight
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Vol. 5, No. 11, December 2008

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

Read this month's newsletter to find out what you can do to ensure that 2009 is creative in every way.

The 4 R's of Making 2009 Creative in Every Way

"The key question isn't "What fosters creativity?" But it is why in God's name isn't everyone creative? Where was the human potential lost? How was it crippled? I think therefore a good question might be not why do people create? But why do people not create or innovate? We have got to abandon that sense of amazement in the face of creativity, as if it were a miracle if anybody created anything."

- Abraham Maslow

As the year draws to an end, many of us are either stressed over all that December brings and/or the talk of tough economic times ahead. It is times like these where we need more than ever to tap into not only our own creativity but that of others. Like a good education program, this may require going back to the basics - reflecting on yourself, rethinking your reactions, reaching out to others and reinventing your world - of creativity. Take time before the year ends to stop and reflect on how you can make 2009 creative in every way by asking yourself the following questions. Keep track of your responses in a journal.

Reflecting on Yourself

- How creative am I? Complete the **How Would You Rate Your Creativity?** Self-assessment at <http://www.foursightconsulting.com/ideas/> to find out.
- What am I deeply passionate about?
- What am I genetically encoded for - what activities do I feel just "made to do?" that will allow me to tap into my creativity?
- How does the environment I work / live in enable me to be creative?

Rethinking Your Reactions

- How do I react to my own creativity, i.e. when I come up with a creative idea, do I embrace it or quickly judge it?
- How do I react to creativity around me, i.e. do I encourage / embrace creative ideas or quickly judge and knock them down?

Reaching Out to Others

- Do I know who to go to in my organization for creative ideas?
- Am I leveraging the creative talent of younger employees / colleagues in my organization?
- How often do I involve others when trying to come up with creative ideas to solve difficult problems?
- How often do I ensure that I have a diverse enough team to come up with creative ideas to solve difficult problems?
- Is there a person or persons in my organization who can help me develop my creative potential?

Reinventing Your World

- What do I need to STOP, START, CONTINUE doing going into 2009 in order to make it a creative year in every way?
- How do I want 2009 to be different when it comes to my creativity and that of others?
- What will make 2009 a creative year, one that is creative in every way?

Refer to our Foursight newsletter back issues

http://www.foursightconsulting.com/ideas/newsletter_backissues.php for many ideas and tools to assist you as you develop a plan of action for 2009.

What's the Bottom line

"If you want to make an apple pie from scratch, you must first create the universe (Carl Sagan)" - what will your 2009 creative universe be?



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.