

Your Creative Action Plan



1. State the challenge.

2. Then start with the end in mind.

- What is the result that you want to see, feel, and hear? Be **specific**.
- Why do you want to achieve this result? Be **passionate**.

3. What is your “blink” solution?

- Take five minutes and brainstorm possible solutions to clear your mind of preconceptions.

4. Be curious first . . .

- What do you have to be more open-minded about to see new possibilities? Identify potential Killer Phrases that would stifle your creativity.
- What is unique about the challenge that you have not seen in another situation? Identifying its unique features can help you see the root cause of the problem or the seed of the solution that you need to grow.

5. Break out of old thought patterns by using creative stimuli and reframing your challenge.

- What is similar to the challenge? What analogy can give you insight and strategies to benchmark?
- How would another industry respond to this challenge? Think like Disney, Ritz Carlton, Starbucks, NASCAR, or another country.
- Play the game of scarcity and abundance. List the characteristics, variables, or ingredients of your challenge. Then ask: What if we reduced the first characteristic by 50 percent? What possibilities did we create? What if we doubled that characteristic? What possibilities did we create?

6. Visualize the opposite.

- Brainstorm ideas you would “never” suggest as possibilities.
- Then ask, What if we actually did this “never” idea? Could there be a breakthrough idea here? Flip an opposite into an opportunity.

7. Evaluate your ideas.

- Take your ideas and put them on the wall or lay them out on a table.

Rearrange them, combine them, and add to them. Be careful not to group ideas that, when combined, hide the unique value of the individual ideas.

- Create a Vital/Fatal Ratio or a “Must Do/Ought to Do/ Nice to Do” sorting to rank your ideas.

8. Renovate while you innovate.

As you are creating ideas to implement, it is vital for you to identify unsuccessful or inhibiting programs and policies to abandon that will allow your ideas to be successful. Four questions to ask are:

- What should we start doing?
- What should we stop doing?
- What should we do differently?
- What should we continue to do?

The energy released from abandoning unsuccessful programs will help drive your innovation efforts.

9. Present your ideas with passion.

Most people only think of one way to present their idea... a PowerPoint presentation with too many slides, charts and words. Create at least two different presentations for your favorite idea and see what you can learn from the divergence of approaches.

A few suggested presentation formats:

- The one-minute elevator speech.
- The golf-cart strategy: sell the idea during eighteen holes of golf.
- A one-page paper.
- The napkin pitch. It's just what is on the napkin and the story you tell.
- The billboard strategy: sell the idea on a highway billboard.

10. A Final Thought: be curious, be passionate and be bold.



Creative Management Group

3208 Wallingford Lane, Keswick, VA 22947-9101

www.whatagreatidea.com • 434-296-6138 • info@whatagreatidea.com