



EIGHT GUIDELINES TO ENHANCE YOUR CREATIVITY

EXCERPTED FROM “Kick-Starting Your Creativity Without Screwing Up the Idea”
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- Always think of yourself as creative! If in doubt, think of this: If you can challenge your own imagination and stimulate thoughts leading you to a new level of solution, you’ll be realizing your own sense of creativity.
- Creativity needs to be synonymous with “FUN!”
- A.) Don’t manage creativity; manage FOR creativity. Provide an environment that is open and receptive to new ideas. Acknowledge error or failure in a constructive and supportive way, build it into your culture as part of the process; don’t ridicule it; honor and embrace it.

Consider adopting the “suckless mentality” - When presented with something that doesn’t quite measure up, say something to the effect of “Gee, that really sucks. However, if you tried this or that, it might suck less.”

- B.) Chief Marketing Officers must have creativity in themselves, for the good of the business and their own teams. “Creativity as a weapon of business is under-leveraged not for lack of ideas, but for lack of courage to use them or refusal to give up on them. The phrase, ‘We don’t have time for creativity,’ is not something you would ever hear in the most successful businesses,” says Mark-hans Richer, Sr. VP-CMO Harley-Davidson.
- Trying to satisfy everybody never got anybody anywhere. Focus on what’s important, then do it.
- The strategy must be clear, concise and on target. Your message is going to be screwed up if the creative is too cute, too complex, doesn’t follow strategy or is just plain dumb.
- Don’t let the execution bury the idea. The computer and software are just tools to enhance the idea, not to compete with, replace, or screw it up. Use your own computer – your brain.
- Take time to think. There’s always more than one way to do something. That’s creativity!
- Do not bring a DEAD CAT without a shovel! In other words, never present a problem without bringing the shovel – at least two possible solutions. In doing so, you save time if one of these solutions is the one adopted, and you can share your creative thinking while learning more about what’s important to your boss; remember, you may not know all there is to know.