



INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS



The Creativity Survival Kit

by Joe Fournet

IABC/Houston recently held an entrepreneur showcase highlighting creativity among members of ESIG (Entrepreneurs Strategic Interest Group). Luncheon speakers after the showcase (article above) provided a number of ideas for tapping creative potential.

Talented bunch that we are, however, tapping creativity “on demand” can be a challenge. Unfortunately, we can’t wake up in the mornings and decide, “Today I will be brilliant!” It just doesn’t work that way (some of us, no doubt, perform this ritual, but that’s another story).

In order to remain in top form, today’s communicators need all the help we can get. Considering all the tools available to us, let me suggest one you may not have thought about: the Creativity Survival Kit. No communicator should be without one.

A good way to view creativity is letting the imagination stretch a little and have some fun. Your Creativity Survival Kit can be anything your imagination cooks up, but here are five key ingredients:

- **Room:** Let your imagination roam.
- **Somethin’ Silly:** Laughter opens a lot of doors and breaks down barriers.
- **Sticky Notes:** Make a paper trail for “million mile an hour thinking.”
- **Focus:** Allow yourself to zero in on the problem or question.
- **Symbolic representation:** Whatever works — a piece of paper with “focus, damn it” written in crayon; could also be a pair of binoculars.
- **Attitude:** Believe “I can . . . and will!” Act like you’ve been appointed director of positive thinking.

Creativity requires time, the willingness to take risks and recognition. But, hey, that’s what you live for, right?

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