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for the **Creative Professional**
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The Role of Creativity in Leadership Success
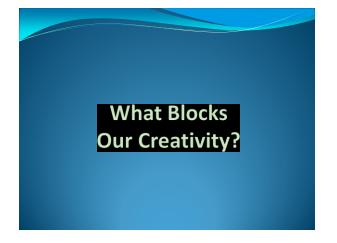
What is Leadership?

> Leadership is a process of social influence,
> which maximizes the efforts of others,
> towards the achievement of a goal.
>
> Kevin Kruse, Forbes Magazine

What is Creativity?

> [T]he tendency to generate or recognize ideas,
> alternatives, or possibilities that may be useful
> in solving problems, communicating with
> others, and entertaining ourselves and others.
>
> Robert E. Franken

What Blocks Our Creativity?

The Need to Be Right

- Indoctrinated to believe there is one and only one right answer
- The rewarding of "right" and punishment of "wrong"
- Mistake = Failure

Our Need to LOOK Like a Leader

- Paradox of Input and Openness vs. Decisiveness and Drive
- The Win:Lose vs. Win:Win paradigms
- Conflating Power with Leadership

The Inner (and Outer) Critic

- Editing your creative answers because there can only be one right answer
- Stopping you from stepping out on the edge of what is "acceptable behavior"
- Concern about what others think of you (looking good)
- Wanting approval and love
- Wanting to protect you from hurt or (worse) humiliation

How Does Creativity Enhance Leadership?

Break it Down

- Process of Social Influence
- Maximize the efforts of others
- Achievement of a goal

> **No problem can be solved from the same level of consciousness that created it.**
> Albert Einstein (apocryphal)

How Does Creativity Help:

- Problem-solving
- Resource Management
- Motivation of your team
- Adaptability to the ever-changing environment

How Do You Expand Your Creativity (And Your Team's)?

Exercise Your Creativity Muscle

- 80:20 Rule
- The Artist's Way – Morning Pages & Artist Dates
- Appreciation, Acknowledgement and Gratitude
- Brainstorming and Mind Mapping
- Take risks
- Shake things up

Scientific Method

- What's the Problem?
- Create a Theory
- Test Your Theory
- Gather Data/Results
- Analyze Theory in light of your Data/Results
- Adjust either your Theory or your definition of the Problem

There is NO Failure

Only Feedback

Specifically for Your Team(mates)

- ASK "What are their talents?"
- ASK "What do they think the problem is?"
- ASK "What are their ideas for solving the problem?"
- ASK "How would they test those ideas?"
- Invite suggestions and support – AND – having listened and heard from them – YOU decide.

Link for EXTRAS

http://artists-edge.com/go-orange

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