executive 20:20 coaching

10 Top Tips in Creativity

Finding the Right People to Work on a Problem

1. **What areas of the business does it cover?** You need to build a team appropriately. Don't simply pick someone from every department but get a cross-section together.

2. **Is it refining something existing or completely new?** They need different skill sets. People with a great eye for detail (Adapters) can refine things and are great at incremental changes. Intuitive types who can make leaps of imagination are great for new ideas. Don't choose 100% of either type - you need a balance.

3. **Who is the sponsor for this piece of work?** They should have accountability for the outcome and it is likely to fall onto their budget. If you haven't got a sponsor - you don't start.

4. **How are you going to get them together?** Ideally they should work face to face but what about video conferencing?

5. **Let them know they have permission to be radical.** Sometimes groups can be quite timid if they are uncertain about their brief.

6. **The right people can be anyone -** but they need encouraging.

7. **Junior staff can be truly imaginative.** This isn't about senior people having all the right ideas.

8. **Show them how they are going to be trusted.** Set out the ground rules for the process and demonstrate how the outcomes are going to be taken forward. There's nothing worse for a group to begin by thinking that what they are about to do will simply be ignored.

9. **Run a pilot exercise and make it enjoyable.** Once the people understand how good it can be they will want to be part of it and you won't lack for volunteers. A box of donuts at the first workshop break works wonders.

10. **Get more support by letting the group do some internal promotion.** They are your best ambassadors for change so let them communicate to the wider audience and tell their world how things have been going along.