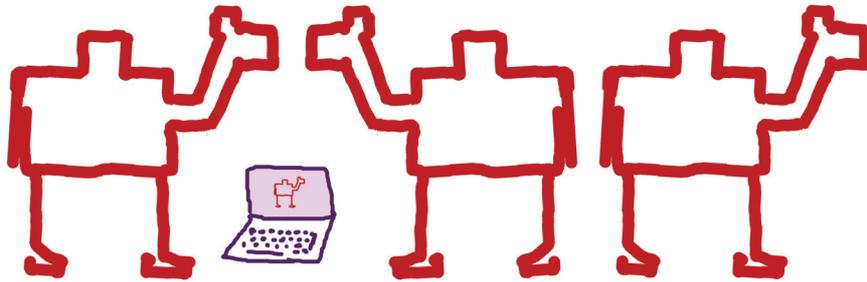




executive 20:20 coaching

## FOOD FOR THOUGHT



### Do Executives need Square Camels?

Dealing with the inability to challenge preferred solutions to the wrong problem is at the heart of creative problem solving. Get it right and you save a bucket of money or other resources. More to the point the results tend to work better and sooner so it takes a lot of stress out of the organisation. So perhaps you **do** need Square Camels or other out of the box ideas to really get a handle on innovation and change.

The more senior you are - the less you are likely to have a handle on everything under your remit. It simply isn't possible to be that much of an expert. Welcome to reality. But the senior executive who understands how to use creative approaches and what those entail is far more likely to get to better answers across a wide range of subjects. Moreover they will have confidence that the answers are actually right because they will have been strength-tested against the underlying problems and the resources available.

There is another side to all of this - it is the hierarchy of Knowledge, Creativity and Innovation. As you go up the scale each becomes more complex. Knowing consists of storing in your head what is available elsewhere. Creativity relies on you imagining what **isn't** available elsewhere. Innovation requires creativity to actually work in context.

Just think for a moment what this means for you or your organisation. We readily accept knowledge - it's often doing what we've always done or know. But to what extent do you imagine possibilities? And, having imagined, do you synthesise according to context in order to innovate? That is why it is important to embed creativity in everyday processes. To challenge and imagine. To accept that nobody is the owner of absolute truth - no matter how powerful the CEO might appear to be.

The consequences of not asking the right questions and being prepared to challenge can be huge. And often the people who end up paying have no say in the process. So being more creative in solving problems is of huge value to everyone. We'd go as far as to say it's what is missing nearly all of the time.

We are great fans of stress-free work. You should be as well - it's really a no-brainer. And using creativity properly, which means getting your people to use it as well, is a really worthwhile thing to do. Forget all the talk about work-life balance. This tends to deliver it without all the angst. People make better decisions sooner. This leads to better business conditions and in turn that feeds into the bottom line. Ultimately you can afford to work fewer hours and allow more focus on being human.

Just knowing about how this works means you can guide and encourage those working for you. Remember - it's cool to say you don't know. It's even cooler to ask the difficult question WHY? Simply remember to step back and delve deep before launching into a solution.

*For more information on Creativity Approaches and how you might use Square Camels or other seemingly crazy ideas email [admin@executive-2020-coaching.com](mailto:admin@executive-2020-coaching.com)*