



executive 20:20 coaching

10 Top Tips in Creativity

Choosing Creativity Techniques

1. **Is this to solve a simple problem or a complex one?** If it's the former you most likely can just get on with things without special techniques. Look for a ready made solution instead.
2. **Is this a group problem or an individual one?** If it's the former then you need a group of people to work on it. Sometimes you can also use a small group to help an individual out.
3. **What resources do your preferred techniques require?** Do you have them available? If not then what else might you do?
4. **How much time is available to do ideation (producing ideas)?** Most good creativity sessions only last a couple of hours. But you might want to run several sessions with different people to get a cross-section of insights particularly if the people involved are from widely different backgrounds or geography. What works in Stornoway might be seen differently in Southampton.
5. **Next consider the style of the participants.** It is no good attempting really radical stuff with a bunch of folk who are all not naturally adventurous. So try and get a good mix of people to work with. Both sides will temper the natural tendencies of the other and will make most techniques work better.
6. **Are you looking at problem analysis or solution generation?** Be clear what it is that you are doing - some techniques work better for one or the other.
7. **Don't just be creative for creativity's sake.** Use creativity to generate insight not just to be different. Really great problem solvers know the difference.
8. **Do you know how it works?** Surprisingly most folks don't even know how to run a proper Brainstorm Session. So read up on a few simple techniques and be sure you know the "do's and don'ts".
9. **Is what you propose appropriate to the scale of the problem and the people involved?** Very large scale techniques are seldom used unless the project itself is going to impact huge numbers of people or places. These tend to be more consultative in style with multiple iterations until an agreed solution can be found (or maybe which is the least worst - depending on your point of view).
10. **Have a fun introduction to try things out and get folk used to it.** 15 minutes of doing something new on a fictional problem can pay huge dividends when they get down to the real thing. Break the ice and let people find out how easy it can be.