

DIG-IT Creativity Tool



Do you ever feel stuck in trying to come up with ideas or solve a problem? If you do, you are not alone. Most of us feel a bit stale from time to time. However, with the use of a simple creativity tool, we can re-ignite our idea generating juices and overcome that feeling of being stuck. The following creativity tool is designed to give you a simple structure to work an idea through from its inception to completion:

1. **D**efine the situation: What is it you need to change or what would you like to create? Allow your mind to look at the situation from many standpoints. Don't be so concerned with wording it properly. Just identify your thoughts and feelings about the matter.
2. **I**dentify ideas: In this brainstorming phase, getting ideas out on the table is crucial. When you think about your 'situation', what ideas come to mind? Is it a new strategy, new service or product, or even a new way of being? You will either be solving a problem or creating a new opportunity in some way. A very helpful idea generating technique is something called mind-mapping. It is a non-linear way of getting your creative thinking flowing. To learn more about mind-mapping you can visit mindmapping.com.
3. **G**enerate possible solutions to ideas: This is the problem-resolution thinking, or decision - preparation thinking. To promote more creative thinking, consider the environment in which you are working. Is it conducive to being relaxed and comfortable? Often having calming lighting, comfortable chairs, and relaxing music can create a very creative environment for the brain. Just like with Identifying Ideas, when you are generating solutions it is important to brainstorm various solutions, looking at the time, effort, cost, and likely return will be. Also consider the degree to

PO Box 1616 - Mount Laurel, NJ 08054

Office: 856-802-9948 - Mobile: 609-206-0990 - Fax: 856-385-7180

www.strategicleadershipacademy.com - diane@strategicleadershipacademy.com

which the knowledge and skills are available to implement the solution. An important component is assuring that the assumptions you are operating with are sound. So often we go into something new carrying around our old assumptions about how the new idea will work. Yet our assumptions may be tarnished with old thinking, which may prevent us from seeing new and sound ways of implementing the new idea or way to solve the problem.

4. **I**mplement the best idea and solution - This is your decision point. If you've done the creative work, and vetted out how a solution will work, then the selection and implementation of the idea and solution should flow easily. A tool to help you determine the best idea to implement is something called force field analysis. It is a fancy term, but the usage of the tool is quite simple and powerful to help you identify the best decision. You can learn more about force field analyses by doing an internet search.

5. **T**est out solutions: Put a focus on practicality, accuracy, its impact on people and systems. It is always best to start small or do a pilot of your new idea. Visualize what the solution will look like. This too requires a creative mindset. Testing out a solution enables you to work the bugs out, make modifications, and learn how to optimize your new idea.