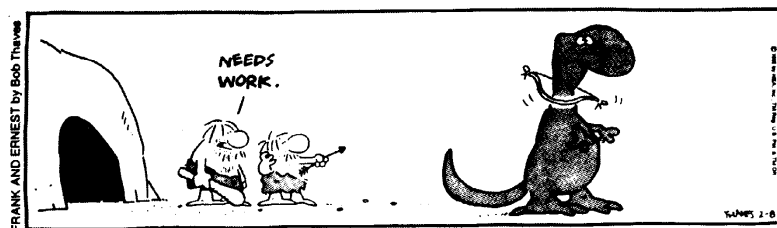


Ideas for ***ACTION...***

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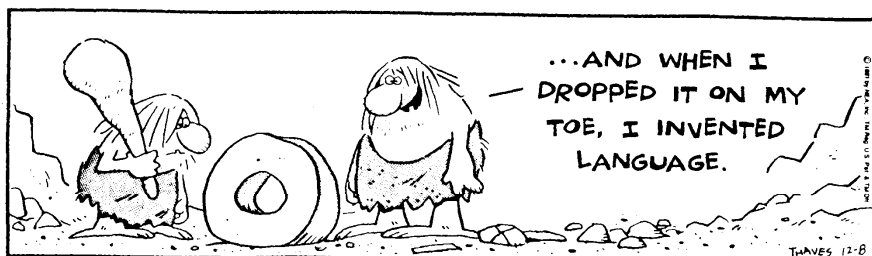
The Role of Creativity

- Identify opportunities
- Generate new useful ideas
- Overcome barriers to application



Recognising Opportunities

We can wait for them to happen



Or we can actively look for them

Areas of Opportunity



Areas of Opportunity

Where will new ideas have greatest impact?

Could be a broad area or direction, or a specific problem or challenge.

Mind Map or list your Opportunity Areas – aim for about 20 of various types...

Focus

Setting the Direction

Where are we going?
Which way do we go?
Open or Target Focus?



Broad

- Business innovation
- Wealth creation
- Customer service

Narrow

- New product innovation
- Passive income streams
- After sales support

Narrower

- ABC product extensions
- Options trading
- Post service follow-up calls



Target Focus

Broad

- ❑ Develop product innovation strategy and capacity
- ❑ Become ind. wealthy by age 60

Narrow

- ❑ 25% new products per year
- ❑ Create two passive income streams this year

Narrower

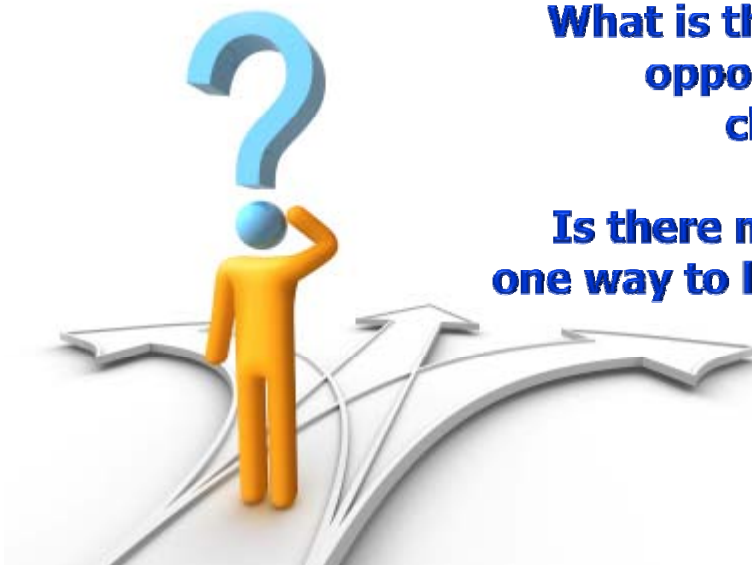
- ❑ Introduce three ABC product extensions next year
- ❑ Commence Options trading by Nov



Defining the Focus

What is the area of opportunity or challenge?

Is there more than one way to look at it?



Focus Exercise

Setting your direction

Select something from your Red Car list and develop some Open and Target Focuses.

Broad

-
-
-

Narrow

-
-
-

Narrower

-
-
-

Defining and redefining the Challenge

Opportunity/Challenge: Company Innovation

- Customers don't perceive us as innovative.
- Our competitors are seen to be more innovative.
- Demonstrating innovation would be a major market advantage for us.
- Developing innovative people to ensure we improve in every area.
-



Case Study

Starting Problem:

49% PA staff turnover, 80% in first six months on the job...

Alternate Definitions

- Company is not a good place to work
- People in our industry are transient
- We hire the wrong people
- We don't know how to keep our people
- We can't find good people
- ???



Defining the Focus

There is always more than one way...

Starting Problem: Sales are slumping.

- Customers aren't buying as much as they used to.
- Field sales reps aren't selling as much as they used to.
- The competition is winning more of our business.
- Our target market is declining.
- ...



Focus Statements

Switch the problem to a positive focus

1. Use a thinking verb to start – action oriented
 2. Indicate your focus – what you want
 3. Add a qualifier – why you are doing it
- e.g. Generate new ideas that help overcome sales objections, to give sales reps more confidence during client meetings
- e.g. Explore customer needs and wants to ensure we effectively target the next initiative
- e.g. Simplify sales support processes, to build client loyalty to the level where they become advocates for our business

Define the Challenge

Challenge: Field sales reps aren't selling as much as they used to.

Alternate Definitions

- Reps getting more objections than they can handle.
- Reps facing stiffer competition
- Reps lacking confidence when meeting customers
- ...

Focus Statement(s)

- Generate new ideas that help overcome sales objections, to give sales reps more confidence during client meetings
- ...
- ...



Define the Challenge

Challenge: Customers aren't buying as much as they used to.

Alternate Definitions

- Customers are facing tighter times and cutting spending
- Customers have greater choice in where they buy
- Customers are less satisfied with our service and support
- ...

Focus Statement(s)

- Explore customer needs and wants to ensure we effectively target the next initiative
- Simplify sales support processes, to build client loyalty to the level where they become advocates for our business
- ...



Redefine the Challenge



- Business is tougher than it use to be.
- It is hard to find and get the job I really want.
- People in our business don't work well in teams.
- I have been offered a chance to transfer overseas.
- ...

Defining the challenge in multiple ways is important to good Creative Thinking

Define the Challenge

Challenge/Opportunity:

Alternate Definitions

-
-
-
-

Develop Focus Statement(s)

-
-
-



Your Red Car List



My Red Car List

Make a list of **Areas of Opportunity** or **Focus Statements** you want to think about. No more than 20, including about 5 problems, 5 things to improve, 5 tasks that need doing, and 5 other things you'd just like to have on your list – things of interest. Review daily and update whenever you need to.



- *Redesign open training programs*
- *Reactivate past clients and develop deeper relationships*
- *Need new and affiliate product development ideas*
- *Ideas to engage online community discussion*
- *Wealth creation through multiple income streams*
- *Mentor entrepreneurs and young innovators*
- *Organise home exchanges so we can travel more*
- *Convert IP to blended programs that excite clients*
- *Spread the importance and value of mental literacy*
- *Continue to support and hopefully inspire our children*

My Red Car List

Make a list of **Areas of Opportunity** or **Focus Statements** you want to think about. No more than 20, including about 5 problems, 5 things to improve, 5 tasks that need doing, and 5 other things you'd just like to have on your list – things of interest . Review daily and update whenever you need to.



Focus & Exploration

Getting Started

Individual Thinking Project...

- Select an area of opportunity you wish to explore personally
- Define the focus, redefine it in several ways and select your working focus
- Use Parallel Thinking (eg Six Hats) principles as your thinking framework
- When doing the thinking use Mind Maps as your thought organising Note Making tool

Define the Challenge

Challenge: What do you need to think about? What's on your Red Car List?



Alternate Definitions

-
-
-
-

Develop Focus Statement(s)

-
-
-