

## A Creativity Break for Your Team

By Bob 'Idea Man' Hooey, AS

Finding a way to move your team away from their established routines can work wonders in to unleash their creativity and to restore their on the job energy. Routine is the nemesis of creativity, as it wears down the creative juices over time. Slowly killing their energy and drive.

Injecting some fun into your day to day operations can be just the tonic to rejuvenate your staff's creativity and on-the-job focus. Innovative companies have taken the lead in this area.

I recall hearing a story from Hewlett-Packard, which well illustrates this premise. Seems one morning many members of a Hewlett-Packard team came into work to discover '**subpoenas**' at their desks. They had been summoned to do '**jury duty**' instead of their normal routine.

Hewlett-Packard executives planned a **full two-day 'trial'** to involving them (as a cross section of their employee base) in deciding the fate of its new business plan.

Employees were divided into three teams:

- one team argued against the plan, playing the role of prosecutors;
- one team acted as defense attorneys in its defence;
- and the third group was sworn in as jury.

After each side had presented its case and argued the merits of their position, the jury rendered its verdict.

All of the employees involved in this unique event, returned to their 'normal' jobs, energized and excited about the company's new direction.

What kind of event can you plan to jolt your employees and team out of their routine?

Does this example give you some ideas that might work in your case?

If you come up with a creative idea that works, I'd like to hear about it. Drop me a note at: [bob@ideaman.net](mailto:bob@ideaman.net)

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