

The World is Changing! Do You Have the Courage to Creatively Change with It?

by Bob "Idea Man" Hooey

Business, at its essence, is based on innovation - solving problems or fulfilling the needs, wants and desires of our clients. Here's a potpourri sample of how to take advantage of opportunities to expand or unlock your business potential.

What business are you REALLY in?

Keep asking this question and keep adapting your business to keep it fresh. Hint: Think in terms of customer benefits. What do your customers get when they deal with you? What do they really want?

Take an idea from another industry and adapt it to suit both your clients' needs and yours (e.g. air miles/coffee cards/Buy 10 Get One Free promotions).

Try something again that didn't work the FIRST time. It might work now with changes in technology, resources, client needs and attitudes.

Use a different material or process to do a traditional job. Creativity counts!

Combine two or more products or services to create a new one. Perhaps you can work with a strategic partner or ally to develop a new service or product that will bring mutual benefit.

Take advantage of trends or changing interests in the marketplace. This is where your customer service focus will help a lot!

- **Look for ways to be a value-added company or person,** focusing on real customer service. How can you personally make changes to what you bring to your work?

Being creative is often as simple as being willing to attempt new or unfamiliar activities. Applied creativity is what solves your problems and builds your long-term business.

Looking at your business with fresh eyes and from different perspectives is one secret in tapping into your inner genius and accessing your Creative S.O.U.L. (Seeker of wisdom, Openness to people and ideas, Unlimited energy and a high Level of risk and adventure).

CREATIVE THOUGHTS

Break-out-of-the-box Thinking to jog your problem solving skills. You can create novel ideas by NOT following expectations, rules, assumptions, long-standing traditions, or company history or policy. Go against the grain and the status quo to find the ultimate solution you need.

Just for the moment, **remove the speed limits from your mind** and challenge your linear thinking. Look at the problem or idea. Ask yourself a few questions to trigger your creative juices. This will allow you to change the way you look at them. **A change of perspective can change productivity.**

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