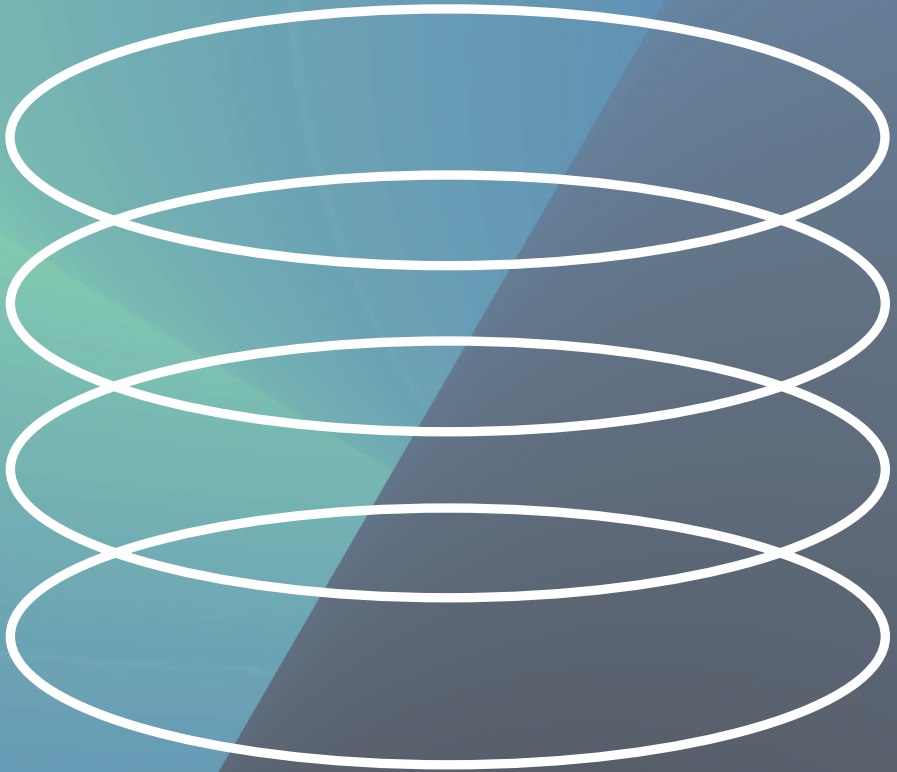


Everyday Innovator

4 powerful habits
to cultivate
team creativity



PhD Christian Byrge

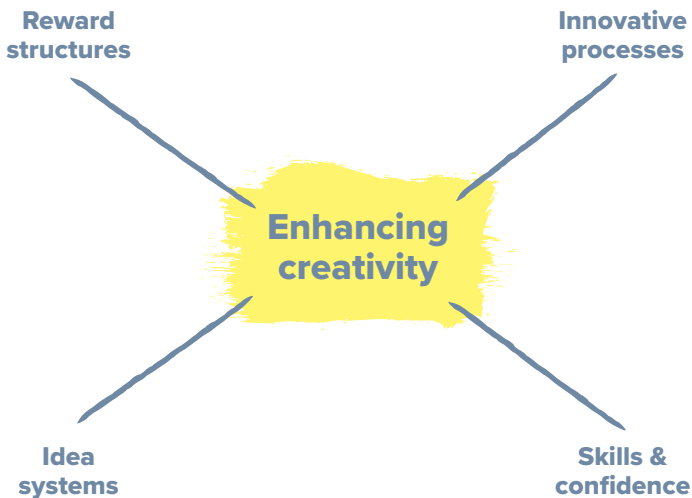
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You may produce some ideas you have thought or heard of before. These ideas may have been shared with colleagues several times over the years, making you feel like you are doing nothing meaningful. So, you will quickly stop this nonsense also.

Put more simply, those who do not know how to be creative will find no value in using their time to do so. And they will experience their creative efforts as a failure, thus lowering their creative confidence even further.

It is not enough to set aside time for creativity. You must nurture the necessary creative skills so that you know *how* to be creative. You must also develop the creative confidence that you know you will succeed when being creative—that when you set aside time to be creative, you know how to efficiently and successfully develop inspiring new ideas.



HABIT 1

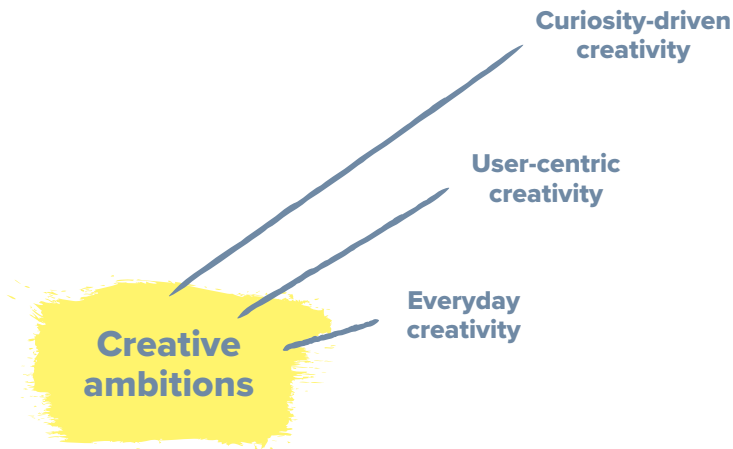
EXPLORE NEW GROUNDS

**Challenge what everyone else
takes for granted**

Beyond Solving Problems

You solve problems all the time during your workday. It is such an integrated part of human nature that you may not even think about it as problem-solving.

When do you put some creative effort into your problem-solving? When you are dissatisfied with your off-the-top-of-your-head ideas? When you are asked for more alternative ideas? When you want to impress others with some novel ideas? If you are curious about whether your next idea may be even better?



Your ambition determines how much creative effort you put into your problem-solving. It is possible to categorize creative problem-solving into three ambition levels.

HABIT 2

IMAGINE NOVEL IDEAS

**Dive into your ocean of
new opportunities**

HABIT 3

VISIONARY THINKING

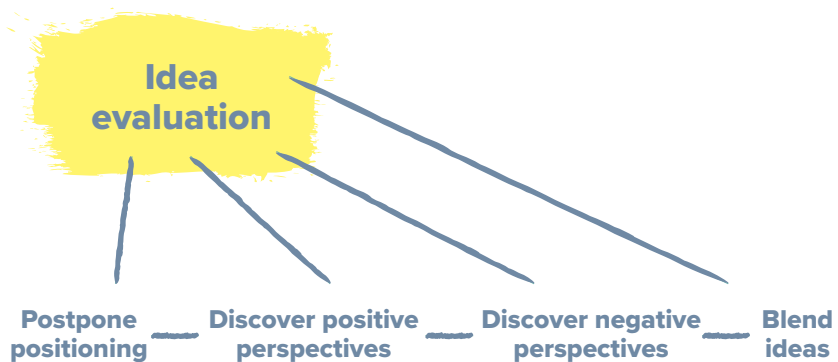
**See potential where others only
find trouble**

Let's take another example of idea experts. Remember the paper beer keg idea? Idea experts for this may not know anything about the beer keg industry. They may not know anything about beer. Rather, idea experts for this idea must know a lot about paper, about paper construction, and about paper packaging for liquids.

Idea experts are good for diversity, because they are often completely detached from the industry logic related to the problem area. They are free to see things differently. And yet, they have deep knowledge related to the idea being evaluated. They can help you see what they see. Help you to see the potential before you make up your mind.

Four-Step Idea Evaluation

Want to facilitate a curious, open-minded idea evaluation? Let's put the structure into a four-step idea evaluation method.



KICK-START YOUR CREATIVITY JOURNEY

**Turn your team into
an idea machine**

use of effective means of persuasion pointing toward the key value of your novel ideas.

Your second reflection should be concerned about who needs practice. What functions, decisions, or work processes need more creativity? What type of problems need creative solutions? Those people directly related to these problems may need a boost of creative confidence.



Not everyone may need their creativity to become second nature, but you may need to **develop a common language about creativity for everyone in your organization.** Categorize your organization into the following three groups:

A reconfiguration of your mind...

Some people come up with those “Why didn’t we think of that before?” ideas. No matter how complex the problem may seem, they still have a playful attitude. They see problems from surprisingly different perspectives. They imagine inspiring, novel ideas, and they leave their audience amazed when they present their new ideas.

Do you know how to unleash your creative potential?

In this book, Christian Byrge, PhD, full professor and internationally recognized expert, provides deeper insight into his discoveries about creativity.

You will learn the secrets of how to generate novel and inspiring ideas; how to approach new ideas with a curious, open mind; how to explore challenges with high innovation potential; and how to make persuasive presentations that sell your novel ideas.

Are you ready to turn your team into an idea machine?

This book offers a hands-on guide to developing your creative skills, boosting your creative confidence, and fostering a culture of creativity in your team. Kickstart your journey to make creativity a natural part of your daily work as well as your innovative projects.

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