|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Week 2 RESOURCES** | | | | | | | | | | | | | | | |
| *Setting a Target for Creative Change* | | | | | | | | | | | | | | | |
| *Use this tool to help you think through a creative change you would like to make, identifying what the benefits would be to you, your team, or your business.* | | | | | | | | | | | | | | | |
| **Target** | | | | | | | | | | | | | | | |
| What is an area you want to target for creative input or change? *For example: new product development, improved customer service, new marketing programs.* | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
| Within this area, what is the specific outcome or result you would like? *For example: five new ideas for next year’s marketing programs for X product.* | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
| What kind of change are you looking for? (select one) | | | | | | | | | | | | | | | |
|  | Adaptive (incremental change to existing structure) | | | | | | | |  | | Innovative (something novel or new) | | | | |
| What are the potential business benefits of this effort? What difference will it make? *For example: increased revenue, increased efficiency, increased customer satisfaction, etc.* | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
| What are the personal or team benefits of this effort? | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
| **Team** | | | | | | | | | | | | | | | |
| What is the current creative make-up of the team members who will work on this creative challenge? | | | | | | | | | | | | | | | |
| **Member** | | | | | | **Role/How (s)he can contribute** | | | | | | | | | **Preferred thinking style\*** *(1, 2, 3, or 4)* |
|  | | | | | |  | | | | | | | | |  |
|  | | | | | |  | | | | | | | | |  |
|  | | | | | |  | | | | | | | | |  |
|  | | | | | |  | | | | | | | | |  |
| **\*** **1** *Rational:* logical, analytical, fact-based **2** *Experimental:* intuitive, risk-taking, integrative **3** *Organized:* planner, detail-oriented  **4** *Feeling:* interpersonal, emotional, feelings-based | | | | | | | | | | | | | | | |
| Do you have the right mix of styles to encourage creativity? Do you have all the expertise required? | | | | | | | | | | | | | | | |
|  | Yes | |  | No. Additional styles needed: | | | | | |  | | No. Additional expertise needed: | | | |
| Do you have the in-house resources to meet these needs? If not, how can you bring in outsiders or others to fill in the gaps? *For example, hire a consultant with technical expertise.* | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
| Where is the team currently stuck? What behaviors tell you this? | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
| What measures can help minimize or overcome these obstacles? | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
| **Techniques —** *Select the creative techniques you’ll use****.*** | | | | | | | | | | | | | | | |
| Brainstorming techniques: (producing lots of original ideas while suspending judgment) | | | | | | | | | | | | | | | |
|  | *Visioning* (for example, imagining in detail an ideal solution) | | | | | | |  | | *Experimenting* (such as combining elements in novel ways and then testing combinations) | | | | | |
|  | *Modifying* (generating new ideas by expanding on or adapting what already exists) | | | | | | |  | | *Exploratory* (for example: guided imagery, use of analogies, metaphors) | | | | | |
| Creative problem-solving techniques: | | | | | | | | | | | | | | | |
| Other: | |  | | | | | | | | | | | | | |
| **Time Frame** | | | | | | | | | | | | | | | |
| Kick-off date: | | | |  | | | | Desired completion date: | | | | | |  | |
| Reasons for target time: | | | | |  | | | | | | | | | | |
| Planned sequence of events: | | | | | | | | | | | | | | | |
| **Activity** | | | | | | | **Date** | | | | | | **Person Responsible** | | |
|  | | | | | | |  | | | | | |  | | |
|  | | | | | | |  | | | | | |  | | |
|  | | | | | | |  | | | | | |  | | |
|  | | | | | | |  | | | | | |  | | |
| **Communication Plan** | | | | | | | | | | | | | | | |
| What information needs to be communicated, to whom, and by when? | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
| Who has input into the process? Who are the stakeholders? Who has veto power? | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
| What communication vehicles or tools will you use? | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
| Who needs to be informed of progress? | | | | | | | | When? | | | | | | | |
|  | | | | | | | |  | | | | | | | |
| Who needs to be informed of results? | | | | | | | | When? | | | | | | | |
|  | | | | | | | |  | | | | | | | |
| Who on the creative team is taking responsibility for communicating the process and results? For gaining alignment and agreement? | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | |