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| **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.* |
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| 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.* |
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| 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.* |
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| What are the personal or team benefits of this effort? |
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| **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)* |
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| **\*** **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.* |
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| Where is the team currently stuck? What behaviors tell you this? |
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| What measures can help minimize or overcome these obstacles? |
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| **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** |
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| **Communication Plan** |
| What information needs to be communicated, to whom, and by when? |
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| Who has input into the process? Who are the stakeholders? Who has veto power? |
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| What communication vehicles or tools will you use? |
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| Who needs to be informed of progress? | When? |
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| Who needs to be informed of results? | When? |
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| Who on the creative team is taking responsibility for communicating the process and results? For gaining alignment and agreement? |
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