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Focus on Innovation

Focus on Innovation is a monthly electronic newsletter designed to provoke thoughts and ideas on how to bring innovation to life within the organizations in which we work.

For Those on the Run

Lynne Levesque's book, *Breakthrough Creativity: Achieving Top Performance Using the Eight Creative Talents* (Davies-Black Publishing, 2001), is a worthwhile read for anyone seeking to build innovative capacity within his or her organization. Lynne suggests that a "one size fits all" approach to creativity does not work. Using Jung's preferences, Levesque has developed eight distinct creative talents that produce different creative results and make different contributions to the creativity of the organizations. When these talents are recognized and nurtured, organizations will not only improve retention rates, but will also promote employee satisfaction --- both of which are major contributors to the bottom-line of any organizations.

It Takes All Types to Build Innovation Capacity

With the many books on Innovation and creativity it is often hard to decide which one is worthy of reading. Lynne Levesque's book, *Breakthrough Creativity: Achieving Top Performance Using the Eight Creative Talents* (Davies-Black Publishing, 2001), is one book worth picking up. As we look to build innovation capacity within our organizations we need to tap into the creative potential of everyone in the organization. We need everyone in the organization to be more creative, and to think and do things differently. Sadly, however, too many people don't see themselves as creative, don't know how to find new ideas and have conviction in them or don't know what to do to keep their creative edge. Levesque's book provides insight to the creativity dilemma and provides practical advice, methods, and tools for maximizing creativity in the workplace.

Lynne Levesque, Ed.D, an international consultant, trainer, and author, combines over 20 years of business experience with extensive academic research and study in creativity, organizational development and personality type theory to advise organizations on ways to manage change and build more agile, innovative organizations. Like many of us in the field, Levesque defines creativity as the ability to consistently produce different and valuable results. Her perspective focuses on effective creativity: creativity that translates ideas into action. It suggests that one size does not fit all; there is no one best way to be creative. Levesque suggests that creativity, like Howard Gardner's multiple intelligences, exists in a variety of forms, and demonstrates that high performance organizations need to make use of creativity in all its dimensions.

"Producing creative results has a lot to do with the way you see the world, the way you take in data and

information, how you define problems and challenges, how you generate alternative options, and how you select and implement a solution", says Levesque. "Jung defined these different ways as functions or preferences. These preferences for looking at challenges, collecting data and information, and generating responses have an impact on your creativity and your vision of the future. They can color the type of data you see, how you define the challenge in the first place, and what you decide to do with all this information."

Using Jung's preferences, Levesque has developed eight different creative talents that produce different creative results and make different contributions to the creativity of the organizations. The four of the creative talents used to collect data and information about the world and the challenges individual's face are:

- **The Adventurer** talent who's *Improvisational Creativity* allows you to experiment and play with clever and skilful adaptations based on the five senses.
- **The Navigator** talent whose *Adaptive Creativity* helps you pull in facts and details to build on what others have already done while adding a new twist.
- **The Explorer** talent, with its *Possibility Creativity* that creates worlds that are constantly full of new trends, ideas, opportunities and discoveries.
- **The Visionary** talent, with its *Synthetic Creativity* that causes you to ask bold questions, see multiple connections, and provide far-reaching insights into the future.

The other four creative talents used to act on that data or information, to make decisions or judgements are:

- **The Pilot** talent, who's *Strategic Creativity* provides you with designs and plans to improve an organization and get things done.
- **The Inventor** talent, with its *Analytical Creativity* that will cause you to shift paradigms and build theories and models to analyze and provide unusual insights.
- **The Harmonizer** talent, who's *Relationship Creativity* provides a focus on people issues and fosters a nurturing environment that brings out the team's creativity.
- **The Poet** talent, who's *Values-driven Creativity* encourages reflection, articulation of feelings, and an appreciation for quiet beauty and elegance.

Each of the eight creative talents has equal value. No one talent is better than another is; they just work differently. In Levesque's book each of the creative talents are described in terms of how they work, how it contributes to the activities of the creative process, and how it can improve decision making, team building, and strategic planning and thinking.

Levesque suggests that, "awareness of your talents is a first step in growing your creativity and enhancing your creative contributions at work. Using the approach described here, you can identify your two most preferred talents and then put together a plan to further develop those talents, to avoid problems, and to compensate for areas where strengths may be lacking. The more you learn about yourself and explore your creative talents, the more you will be able to consciously access them and confidently use them and the more creative you'll become."

An environment where employee talents are recognized and nurtured will not only improve retention rates, but will also promote employee satisfaction --- both of which are major contributors to the bottom-line of any organizations. Levesque's book, *Breakthrough Creativity*, provides the potential key to unlocking the creative potential of all employees within an organization.

What's the Bottom line

We are all creative, with individually different creative talents --organizations seeking to build innovative capacity need to make use of creativity in all its dimensions.

Breakthrough Creativity: Achieving Top Performance Using the Eight Creative Talents can be ordered from www.daviesblack.com or www.amazon.com.



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If you would like more information about the ideas and topics listed in this issue, contact Judy Laws, Ph.D. at jlaws@foursightconsulting.com.

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