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## Focus on Innovation

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

Feature >>>	Innovation Power Point >>>	Creativity Tips >>>
<p><b>Six Myths--and the Real Facts About Creativity</b></p> <ul style="list-style-type: none"> <li>• Creativity comes from the unconscious. ("It is mostly conscious, hard work.")</li> <li>• Children are more creative than adults. ("Children aren't as creative as we think they are.")</li> <li>• Creativity represents the individual's inner spirit. (The works represent "the characteristic markers of our culture and time period.")</li> <li>• Creativity is spontaneous inspiration. (Formal training and conscious deliberation are essential.)</li> <li>• Creativity is the same thing as originality. ("All creativity includes elements of imitation and tradition. There is no such thing as a completely novel work.")</li> <li>• Fine art is more creative than craft. ("Our culture is biased toward creative products that have no function other than pleasure. But this division is culturally and historically relative.")</li> </ul> <p>Source: Keith Sawyer, <i>Group Genius: The Creative Power of Collaboration</i>, Basic Books, 2007.</p>	<p><b>The Big Secrets of Innovative Organizations</b></p> <ul style="list-style-type: none"> <li>• Make big bets</li> <li>• Make big transformations</li> <li>• Undertake big brand reinforcement</li> <li>• Anticipate big changes</li> <li>• Pursue big math</li> <li>• Focus on big loyalty</li> <li>• Focus on big innovation</li> <li>• Thinking big change in scope</li> <li>• Innovate in a big way locally</li> <li>• Share big ideas</li> <li>• Be big on solving customer's problems.</li> <li>• Align strategies to the big bets.</li> </ul> <p>For more information, <a href="http://www.jimcarroll.com/2010/05/the-big-secrets-of-innovative-organizations/">http://www.jimcarroll.com/2010/05/the-big-secrets-of-innovative-organizations/</a>.</p>	<p><b>Five Ways to Activate the Right Brain to Enhance Your Creativity</b></p> <ol style="list-style-type: none"> <li>1. Meditate.</li> <li>2. Go for a long walk.</li> <li>3. Listen to classical music.</li> <li>4. Try the Right Brain Start-up exercise <a href="http://stevensonu-wikibox.wikispaces.com/file/view/Right+Brain+FS+2.pdf">http://stevensonu-wikibox.wikispaces.com/file/view/Right+Brain+FS+2.pdf</a></li> <li>5. Search the Internet (Source: <a href="http://mashable.com/2009/10/20/ucla-internet-brain-study/">http://mashable.com/2009/10/20/ucla-internet-brain-study/</a>)</li> </ol>
	<p><b>Food for Thought &gt;&gt;&gt;</b></p> <p>"The right brain works at 10,000 times the speed of our conscious left brain; the main-frame or limbic orientates at some 10,000 times even that speed of the right brain."</p> <p style="text-align: center;">- <i>Genius Code</i> - Paul R Scheele &amp; Win Wenger</p> <p>Research shows that activating the right brain gives you increased access to normally "off-line" regions of the brain.</p>	

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