

# The Seedling Sheet



## 11: Creative thinking tools for business

### The Essentials

Great ideas are essential to business growth now more than ever, as homogenised products and services with little to divide them compete for customer attention. And what will make the difference to your business in a crowded, competitive market place? Great ideas. Making your business more creative is not a dark art: it just takes a commitment to putting ideas at the centre of everything you do. Schedule regular time to brainstorm on business challenges, or simply by asking: How can we do this better? Get everyone involved in the ideas process, and understand that great ideas can come from anyone. Even better, make a space just for having ideas that is less about desks and more about that critical ingredient in creativity: fun.

### If you do one thing about a more creative business...

...then start to collect different tools to help your people have great ideas. The web is full of creative tools, but you can create your own resources by gathering Random Sparks: a box full of random objects that can help fire the imagination. Pick a Random Spark and ask: How can this help me solve the challenge? Another great tool is the Job Jump. Pick a job - such as the ones below - and ask the group: How would this person solve the challenge?



a cab driver



a spaceman



an artist



a pirate

Let your mind go wild: don't censor the ideas and don't expect a fully-formed idea, it will take time to develop thoughts you have here. This stage is about getting as many ideas out as possible.

### Want to know more?

The Business Allotment can help you understand how creative ideas make a difference to your business with our 2 hour, fast-paced **Creative Thinking Tools for Business** module. It will give you a tool kit of creative thinking tools that will help you put ideas at the very heart of your business, giving you a competitive edge and a commercial benefit.

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