

## 12 Golden Rules For Creative Thinking

1. **Adopt a 'set to break sets'**  
Drive to break fixed patterns and mind-sets
2. **Explore the 'givens'**  
Re-examine your assumptions
3. **Broad picture, local detail**  
Look at the bigger picture as well as 'zooming in'
4. **Value play**  
We learned rapidly like this as children.
5. **Build up, don't knock down**  
Say 'yes and..' not 'yes but...'
6. **Live with looseness**  
Allow a degree of ambiguity or uncertainty.
7. **It is already there - nurture it**  
Remove the barriers and let it flourish.
8. **Involve others**  
Help develop each others half formed ideas.
9. **Connect and be receptive**  
Be open to idea triggers from elsewhere.
10. **Know what you really want**  
Be clear about motivation and content.
11. **Cycle often and close late**  
Allow for iterations and avoid premature closure.
12. **Manage the process**  
Pay attention to the 'cast', the 'stage' and the 'script'

... and above all, **learn** from the process.

## Top Tips for Innovation

1. Innovation is **work not genius**
2. Innovation should be **systematic**
3. Adopt **creative management techniques**
4. Technology push or market pull - **be clear**
5. Understand the innovation **life cycle**
6. Use 'creative swiping' - **scan your environment**
7. Benchmark against **competitors**
8. **Scenario planning** not forecasting
9. Look at 'soft data' such as tacit knowledge and **intuition** as well as 'hard data'
10. Create a shared **vision**
11. Pay attention to internal **structures**
12. Adopt **appropriate processes** - borrow from Knowledge Management

... and be prepared for **change**.