

Creativity in a Crisis

When you need ideas, and you need them now

crisis

a stage in a sequence of events at which the trend of all future events, especially for better or for worse, is determined; turning point.

Dictionary.com

Here is your crisis ideation plan:

1. Explicitly define the problem

One chance to do this right!



What are the minimum requirements for an acceptable plan?

What resources are available?

We've lost our main supplier, and we run out in 1 month. We can't stop the production line, and I'm willing to spend twice as much to keep it running.

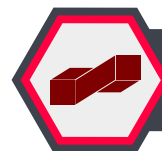
2. Find a trusted, selfless agent to run the team



High emotional intelligence



Superior interpersonal skills



Comfort in ambiguity



Creative thinker

JOB #1: ESTABLISH PSYCHOLOGICAL SAFETY

The belief that the work environment is safe for interpersonal risk taking...it is present when colleagues trust and respect each other and feel able-even obligated-to be candid.

THE FEARLESS ORGANIZATION
Amy Edmondson

3. Set an aggressive timeline

To achieve great things, two things are needed:
a plan, and not quite enough time.
Leonard Bernstein

A short, defined timeline focuses effort. Team members know it will conclude soon, and they can sprint to the finish.
More than about 2 weeks is too long.

4. Form a team of volunteers

Volunteers are intrinsically motivated and more willing to offer creative ideas. Companies like P&G and Google give employees choice in their work

What is intrinsic motivation?

Intrinsic task motivation is passion: the motivation to undertake a task or solve a problem because it is interesting, involving, personally challenging, or satisfying.

Teresa Amabile
Componential Theory of Creativity

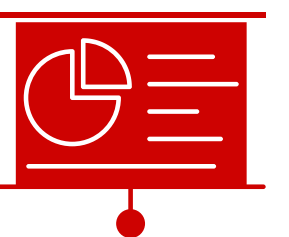
5. Don't start with a clean slate

The facilitator should bring some ideas to demonstrate the range of potential solutions and provide fodder for criticism. This gives the team something a starting place for new ideas.



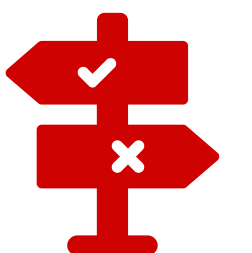
6. Limit number of options in final presentation

Producing several options with implementation plans will take too long. Opportunities are lost, and circumstances will change. Too many options can paralyze decision-makers. Aim for one scalable solution or two solutions with overlapping traits.



7. Disband the team as soon as the decision is made

The teams normally responsible for executing the plan have a great start. The volunteers return to their normal jobs with creative experience. Establishing the "new normal" is important for restoring focus on the core business.

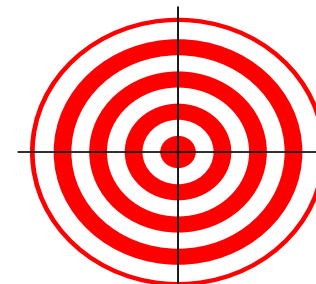


8. Prepare for the next crisis

Now is the time to build creative skills. You can never perfectly plan for any crisis or disaster, but you can prepare your team to improvise and create no matter the problem they face.

According to LinkedIn...in 2019 the #1 soft skill companies need most is **CREATIVITY!**

Paul Petrone
LinkedIn Learning Blog



More Information

Firepower
concepts



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Contact Firepower Concepts to facilitate your crisis action planning or to give your team the skills they need to improvise their way through the next one.

www.FirepowerConcepts.com/Applied-Creativity-blog

Training for creativity

Creativity is a skill. Like any other skill, you can train yourself and your team to be more creative. The more you create, the better you create. Your brain becomes more elastic; new ideas come more freely; creativity becomes the rule rather than the exception.