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How Creatively Are You Doing Business?

By Karyn Ruth White
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Are you so bogged down in the day-to-day details of business that you don't have time to think creatively?

Have you ever thought to yourself, "Someday, when we have time, we'll come up with a better way to do this." Well, like anything in life, that "time" never seems to magically appear. If you want to improve and innovate, you need to carve out the time to foster creative thinking. So how do you do that?

Believe it or not, there are some very practical ways to jumpstart creativity. First and foremost, you have to genuinely want to invite more creativity into your work and life. You have to see how thinking more creatively will truly benefit you and your organization, propelling you toward greater achievement and fulfillment.

Next we need to define creative thinking? Creative thinking is asking yourself the probing question, "What if?" and then taking the time and mental energy (imagination) to come up with some responses.

Start a probing conversation with yourself, "What if there was a better way to connect sales and service? What if we could streamline our ordering system? What if we had a regular tradition in the office for releasing stress and tension? What if there was a regular all-staff meeting devoted strictly to creative combustion?"

The word "creativity" often confuses us. We tend to think of it as something only a handful of people are gifted at. But this isn't true. We can all stimulate our creative juices on a daily basis by asking simple questions like, "How can I do this more creatively? Is there a better way? Why have I been doing it this way for so many years? Is it time to update or change the way I am currently doing things? What assumptions are running my thinking and behavior?"

Inventors and artists look for more than one possible solution to a problem or task. They find a solution and continue looking. This is dramatically different from our western socialization of thinking in terms of black and white, either/or, right or wrong. We are constantly looking for the “worst case scenario in business.” How would business be different if we focused instead on looking for the best-case scenario and putting our energies into making that a reality?

Karyn Ruth White is a National Humorist and Life Skills Coach helping organizations uplift morale, improve productivity and reduce stress. Visit her on the web at www.karynruthwhite.com.