



## STRATEGY: CREATIVITY CONCEPTS

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In this *Briefing Note*, Nicholas Assef examines a number of concepts which can be used to underpin and facilitate creative brainstorming sessions.

It is very in approaching the task of creativity to have a number of fundamental rules. LCC advises its clients to be really flexible (*for example*):

1. Assume there are no budgetary constraints.
2. Ensure as much information as possible is put down on paper.
3. Promote an environment of '*no such thing as a stupid idea*'.

The point is that unless the environment for creativity is without boundaries it will be difficult to come up with breakthrough thinking. Things such as prioritisation of outputs can take place following the session.

Some key concepts that creative thinking can be 'spun' around include:

Concept	LCC Observations
<b>Extension</b>	The generation of additional ideas that are associated with the central thought. Therefore under an 'extension' approach the thrust is to find lots of more ways to do something. <b>Typical Question:</b> <i>What new ways are there to... .. .?</i>
<b>Provoke</b>	Challenge current ways of thinking and approaches to doing things. Throw out the 'status quo' and mix issues up. Under a 'provocation' approach there is no such thing as political correctness <b>Typical Question:</b> <i>Why do it this way ?</i>
<b>Angle</b>	Adopting this approach allows analysis of a subject matter from different points of view. Whilst not as confrontational as the 'provocation' approach, 'angles' should have lots of discussion around developing complimentary concepts. <b>Typical Question:</b> <i>How can we look at this in a different way ?</i>
<b>Invert</b>	Turn the entire process of thought upside down by reflecting on discussion points from the perspective of customers or competitors. <b>Typical Question:</b> <i>What would they say or do ?</i>
<b>Leverage</b>	Under the concept of 'leverage' the task is to work out how to better use a resource - even if it appears completely unrelated. The job is to explore every angle until all possibilities of leverage combination are exhausted: <b>Typical Question :</b> <i>How do we make [*] work with [*] ?</i>

For the Chief Executive Officer the challenge is to not only get great thinking going consistently - but translating that thinking into an implementation plan.

Lincoln Crowne & Company believes that all companies should invest at least a day a quarter to pure creative thinking (*not including planning for those sessions*). Particularly today where the competition is always just around the corner.



## Australia

Level 3, 99  
Elizabeth Street  
Sydney 2000 Australia  
Telephone: + 61 2 9751 4335  
Facsimile: + 61 2 9221 8666

## Singapore

80 Raffles Place  
UOB Plaza 1, #36-01  
Singapore 048624  
Telephone: + 65 6248 4531  
Facsimile: + 65 6248 4531

## Vietnam

16F Saigon Tower, 29  
Le Duan Street, District 1,  
Ho Chi Minh City Vietnam  
Telephone: + 84 8 827 2476  
Facsimile: + 84 8 823 6288

### For further information contact:

Nicholas Assef  
Executive Chairman  
P: + 61 2 8915 5222 (*direct*)  
E: [nicholas.assef@lincolncrowne.com](mailto:nicholas.assef@lincolncrowne.com)

Grant McCarthy  
Managing Director - Asia  
E: [grant.mccarthy@lincolncrowne.com](mailto:grant.mccarthy@lincolncrowne.com)

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## Malaysia

Level 40, Tower 2,  
Petronas Twin Towers  
Kuala Lumpur City Centre  
Kuala Lumpur 50088  
Telephone: + 65 6248 4531  
Facsimile: + 65 6248 4531

## India

Level 2, Raheja Centre Point,  
294 CST Road, Bandra-Kurla Complex,  
Santacruz (E) Mumbai - 400 098  
Telephone: + 65 6248 4531  
Facsimile: + 65 6248 4531