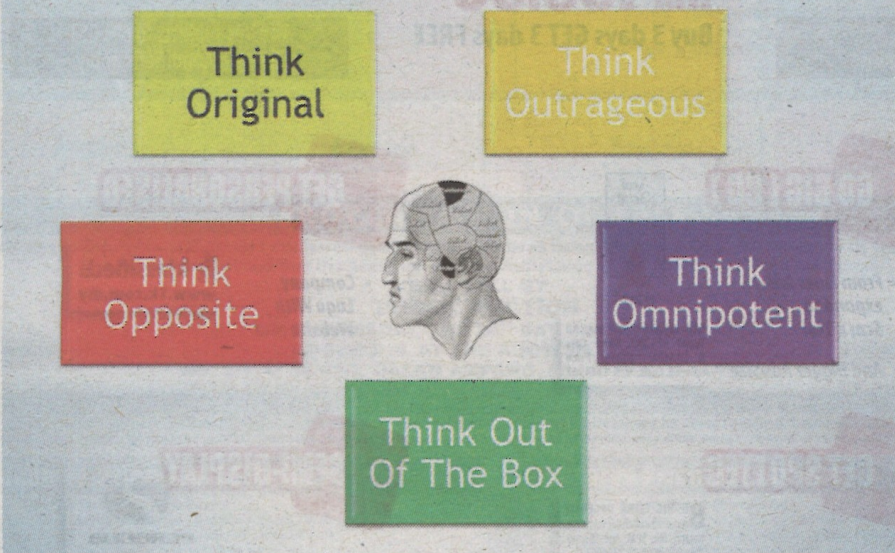


Translating CREATIVITY into INNOVATION

By Dr Victor S.L. Tan

KLSCC'S 5 "O'S CREATIVE THINKING APPROACH



CREATIVE thinking is a open-thinking approach which explore novel ideas and great possibilities which can result in innovations such new products or services in the workplace and marketplace.

Companies are limited by external resources such as money, machines, materials, manpower and methods (the 5 "M" s). However, companies who train their people to think creatively can tap into a powerful and limitless resource – creativity. Creative thinking brings great benefits to individuals as well as organisations.

- Creative thinking enables individuals to achieve extraordinary results and help boost their self-esteem.
- Creative thinking allow teams in organisations to come up with innovative products and services to compete better.
- Creative thinking enable solutions for seemingly impossible situations or problems.
- Creative thinking is an effective way for organisations to gain competitive advantage and sustain it.

According to a college-educated professionals survey conducted by Adobe in 2012, 85 per cent of respondents agree that creative thinking is critical for problem-solving in their careers and 68 per cent believe that creativity is a skill that can be learnt.

Our company, KL Strategic Change Consulting (KLSCC) has helped many clients find creative solutions to their problems. Here is KLSCC's Five "O's Creative Thinking Approach.

1. Think Original

Arthur Clarke was thinking original in a May 1970 issue of 'Popular Science' magazine, when he predicted that satellites would one day "bring the accumulated knowledge of the world to your fingertips". Of course, to think original requires one to analyse and synthesize what information

or data there are and then come up with totally new and bold ideas altogether. Our company put this think original concept into reality when my book, 'The Secret of Change' got into the 'Malaysian Book of Records' as the first motivation book written in poems with every sentence that rhymes.

2. Think Outrageous

If there is anyone with the most outrageous thinking in the corporate world, it has to be Richard Branson. In 1985, he dressed as a "Spiderman" and dropped down a London skyscraper just to raised £50,000 pounds for a local hospital. His idea of intergalactic space travel, outrageous and dangerous as it may seems, even with the crash of the Virgin Galactic Spaceship 2 in 2014; he has not abandoned his dream of promoting space tourism venture and he has more than 700 passengers queuing up and willing to pay USD250,000 per seat to take the first flight.

3. Think Opposite

Thinking opposite is being illogical and counter-intuitive. It is about thinking of the benefits and advantages that can come from taking the 180-degree view of things. Here are some examples of think opposite ideas:

- It is a good thing that one is fired from his or her job. Now's the time to explore being an entrepreneur;
- The recycling business is turning someone's "rubbish" into other's treasure;
- Failure is good opportunity to start again and this time better around;
- If we want our interests to be served, serve the interests of others; and,
- Before things get better it has to get to its worse; and then it is improvement all the way.

By thinking opposite, one can turn a disadvantage into an advantage. A case illustration is Nic Vujicic, who was born without arms and legs but he leverages on this lack to become a successful motivational speaker. He married a beautiful girl of her dreams and has two adorable sons.

4. Think Omnipotent

Thinking omnipotent is about thinking that one has unlimited source of power and influence and believing that all things are possible. In Napoleon Hill's classic bestselling book, 'Think and Grow Rich', he pointed out that, "whatever the mind can conceive and believe, it can achieve". It was said that Thomas Edison in inventing the light bulb tried 1,600 different filaments before finding the one that worked. Such is the power arising from thinking omnipotent which culminate in the breakthrough results. Sir Winston Churchill said it best, "the empires of the future is the empire of the mind" for such power comes from thinking omnipotent in achieving whatever goals whatever the mind has so conceive and believe.

5. Think Out Of The Box

A box is a metaphor for a frame, a perspective or mindset that limits one's thinking. To think out of the box requires one to rid outdated rules or assumed barriers to enable one to achieve a breakthrough result. A good example of a box was that when the high jump sports change from a hard landing pit to softer foam, many continue to use the old styles of jumping - the "scissors" or the "western role". Then came Dick Fosbury

who think differently from the rest. Instead of jumping the old way with his face toward the bar, Fosbury turned his body, arched his back, and went over the bar backwards while landing on his neck and shoulders. He used the "think of the box" approach to invent the Fosbury style, which enabled him to break a record jump of 2.24m in front of 80,000 spectators at the 1968 Olympic Games in Mexico.

Companies can use the Five "O's Creative Thinking approach to boost the creativity of their staff and introduce innovation products, services or processes to help them stay competitive and win.



DR VICTOR S.L. TAN is the CEO of KL Strategic Change Consulting Group. As part of his initiative to translate creativity into innovation, he wrote and published a seminal book, The Secret of Change in poems that rhymes which won a place in the Malaysia Book of Malaysia as the first of its kind. For more information about creative thinking and innovation programs contact him at victorsltan@klsc.com or WhatsApp him at 012 3903168.

INSIDE :
SEARCH AND
BOOK

Find
now!

AUTO

Cars
Trucks
Bikes
Batteries
Mechanics

NOTICES

Financial
Tenders
General Notices

GENERAL

Services
Loans
Health
Renovations

PROPERTY

Land
Shop Lots
Apartments
Room
Rental

APPOINTMENTS

Full/Part-time
Training
Graduate Scheme

GOVERNMENT

Jobs
Tenders
Legal

LEGAL/
AUCTION

Property
Vehicle
Legal