

# People Biz, Inc.

## BEING CREATIVE AND ENCOURAGING INNOVATION IN YOUR BUSINESS

“Creativity can solve almost any problem. The creative act, the defeat of habit by originality overcomes everything.” George Lois

When running your own small business, we are often called to be creative and innovative. Without this ability, I have discovered it is nearly impossible to be successful, let alone stay afloat. This innovative and creative spirit is especially important to small business owners because they do not have the kind of budgets the big corporations can play with. Small business owners are required to craft new and innovative ways to get the most “bang for their buck” whether that be refurbishing old unsuccessful projects into successful ones, cutting costs without cutting corners, and of course, thinking of new ways of marketing or boosting sales.

While most of the small business owners I work with do embody this innovative spirit, they often forget to foster this spirit throughout their company. To run efficiently and productively as possible, they need their entire team to be on the same creative page.

In Adrian Brown’s “Creativity & Innovation,” he highlights five characteristics that he has observed in creative organizations. All of which I believe are important not just for large corporations, but especially for small business. They are:

1. “Information is free flowing: Creativity is partially about making new connections. For example: applying a familiar technology to a completely new application.”
2. “New ideas are welcomed: It is easy for individuals and companies to become stuck in its ways. Habitual behaviors, a rigid adherence to “best practices and groupthink can all act as barriers to new ideas
3. “Good ideas are nurtured: New ideas are delicate and can easily be killed off with an executive shrug or simply a lack of care and attention” ....
4. “Risk taking is accepted”: “Experimentation and innovation involve some failures along the way. Risk taking doesn’t mean being reckless, rather it means understanding the risk/reward relationship and taking calculated risks where the potential rewards are valuable.”
5. “Innovators are rewarded: Creativity is hard to measure and can often be ignored by compensation and reward systems.” However, often it is enough to publicly recognize creativity with a simple thank you for a job well done, believe it or not, this sends a powerful message through your organization.

It helps to remember “you are not alone.” Remember, it is important to not only tap into your own creativity; but also your staff or team’s; you may be surprised at the ideas they may have to boost your business!

#### **About the Author, Alicia Marie**

*Alicia Marie, Founder and Managing Director of People Biz, Inc., has become a national leader in the field of leadership development. She founded People Biz, Inc. in 2000 with the intention of providing total personal and professional development solutions for individuals, teams and organizations. She specializes in creating customized programs based on desired outcomes that include learning vehicles such as training, professional coaching and consulting.*

*People Biz, Inc. is a leadership development organization that focuses on transformational leadership initiatives for individuals, teams and organizations. Their award winning leadership program “Leading Change” uses the fundamental principles of Transformational Leadership to not just talk about leadership but to develop powerful leaders.*

Recommended Reading: Creativity & Innovation by Adrian Brown

“The things we fear most in organizations -- fluctuations, disturbances, imbalances -- are the primary sources of creativity.” Margaret J. Wheatley