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# BEHAVIORS OF SUCCESSFUL CREATIVES

SUCCESSFUL CREATIVES OFTEN APPLY 8 BEHAVIORS - 4 ARE INDIVIDUAL PRACTICES AND 4 ARE TEAM PRACTICES. IF YOU APPLY THESE PRACTICES, YOU WILL NO DOUBT IMPROVE YOUR AND YOUR TEAM'S CREATIVE SKILLS.



## Individual

### Conscious Observation

Purposely take in the world around you in a quest to find new ideas, concepts, or ways of doing things.

### Capturize

It is not enough to consciously observe the world around you. You must also organize the information so you can access it later.

### Contemplate

You must invest time in quiet reflection. Turn off the television, shut down the computer, silence the radio, and set time away from others to think.

### Contextualize

As you think about what you have observed and captured, uncover the meaning of what you see and how it relates to the roles you play.



## Team

### Cross-Pollinate

Similar to moving pollen from one flower to another, people who effectively use the creative process take an idea and move it to another environment.

### Clamorize

Individuals and teams should embrace conflict as they tackle problems, create new products, improve existing services, etc.

### Crystallize

Crystallizing is the process a team follows to ultimately select the approach they will employ to address the challenges or take advantage of the opportunities they face.

### Critique

Creativity must include taking time to step back and assess what worked, what didn't work, and what can be done better in the future.