

Creativity and Leadership

What is Creativity?

from <http://www.creativityatwork.com/articlesContent/whatis.htm>

I define creativity as the act of turning new and imaginative ideas into reality. Creativity involves two processes: thinking, then producing. Innovation is the production or implementation of an idea. If you have ideas, but don't act on them, you are imaginative but not creative.

For innovation to flourish, organizations must create an environment that fosters creativity; bringing together multi-talented groups of people who work in close collaboration together— exchanging knowledge, ideas and shaping the direction of the future.

— Linda Naiman

“Creativity is the process of bringing something new into being... creativity requires passion and commitment. Out of the creative act is born symbols and myths. It brings to our awareness what was previously hidden and points to new life. The experience is one of heightened consciousness—ecstasy.”

— Rollo May, *The Courage to Create*

The nature of innovation—the inherent definition of innovation—has changed today from what it was in the past. It's no longer individuals toiling in a laboratory, coming up with some great invention. It's not an individual. It's individuals. It's multidisciplinary. It's global. It's collaborative.

—Sam Palmisano, Chairman, President and CEO, IBM

Rules of the garage:

Believe you can change the world.

Work quickly, keep the tools unlocked, work whenever.

Know when to work alone and when to work together.

Share — tools, ideas. Trust your colleagues.

No politics. No bureaucracy. (These are ridiculous in a garage.)

The customer defines a job well done.

Radical ideas are not bad ideas.

Invent different ways of working.

Make a contribution every day. If it doesn't contribute, it doesn't leave the garage.

Believe that together we can do anything.

Invent.

—1999 HP Annual Report