

Hard times create hard finds which breeds a series of hard lines

The essential role of creativity at work

The trouble with hard times is people and organisations adopt a hard approach. So what's a hard approach? Well they concentrate on the pennies, mistrust every attempt at questioning and talk all the time about how hard times are.

So what does this get you? It gets you fear, secretiveness and an inability to look to the cause of problems.

Creativity and exploring options go out of the window, the drawbridge is pulled up and a siege mentality is adopted

Here are some well researched approaches for creativity at work:

TIPS which is also known as Theory of Inventive Problem Solving, was developed by Genrich Altshuller and his colleagues based on examining more than 200,000 patents. This method is designed to foster the creation and development of patentable inventions, but is also useful for creating non-product solutions.

Mind mapping is a creativity technique that both reframes the situation and fosters creativity.

"The mind creates either failure or success but it will create either way"

Brainstorming is a group activity designed to increase the quantity of fresh ideas.

Getting other people involved can help increase knowledge and understanding of the problem and help participants reframe the problem.

Edward de Bono has published numerous books that promote an approach to creative problem solving and creative thinking called **lateral thinking**.

Sometimes it can be the most off the wall idea that will spark a train of thought that will lead to the transformation of the organisation.

The most important thing to do is to keep thinking and resist the temptation to panic and start doing because doing without thought leads to desperation and defeat.

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He began his consultancy in 1997 after working within large organisations as a senior manager and trainer. He specialises in helping medium to large sized organisations in manufacturing and service industries focusing on issues with their key people and teams. He also works with individuals who are taking the next step in their career. With a proven track record Peter's unique mix of operational improvement productivity based experiences and people based development allows him to see things from a business and personal perspective.

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