

# CUBE121

## Enabling

# Creativity & Innovation

Overview of the Cube121 Programme



Everybody is creative...



# The Creative Machine

**All organisations need a special machine to:**

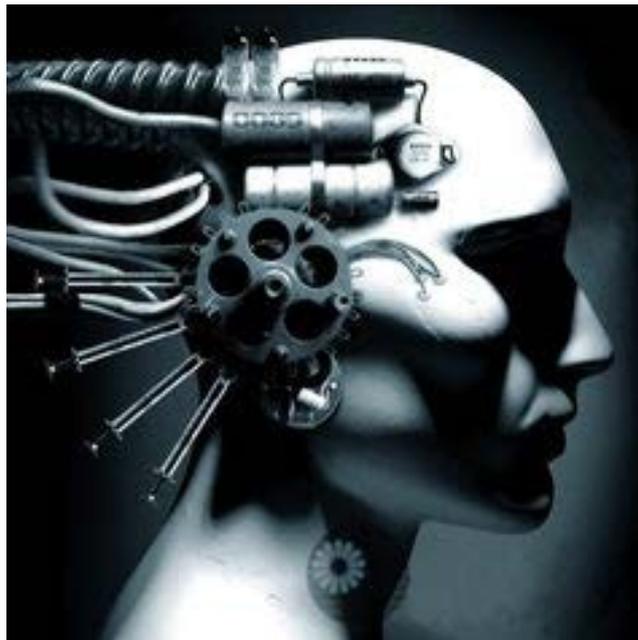
Future-proof survival and growth

Solve daily problems

Identify and maximise opportunities



Everybody is creative...



## People are the Creative Machine

The Creative Machine is employed to:

**Think**

**Solve daily problems**

**Capture opportunities**

**Implement plans**

People are often the biggest cost in any organisation...

# The Creative Machine

is already on the monthly payroll

but is often left working at

**20% capacity\***

\*Price's Law – 50% of creative output is generated by the square root of the number of employees in an organisation



# Creative thinking is a process like an other machine





## Understanding the Creative Machine isn't new

Forget the stereotypes

**“Creativity is not a talent. It’s a way of operating.”**

**Donald MacKinnon 1959**

*“Creative thinking is not a mystical talent. It is a skill that can be practised and nurtured.”*

**Edward de Bono 1975**

*“We have to debunk the notion, popularised by Hollywood, that the creative artist is cut from a different cloth than normal folk – that creativity is something mysterious, elusive and cannot be taught.”*

**Tham Khai Meng, Chairman of O&M 2016**



## The Creative Machine needs to be tuned up



*“50% of revenue in 5 years time must come from sources that don’t exist today.  
To achieve this, creativity is essential.”*

**Ernst & Young ‘Connecting Innovation to Profit’**

*“Survey of over 1600 executives worldwide found that creativity and innovation are the primary strategic objectives for 72% of companies.”*

**Boston Consulting Group 2010**

*“Organisations struggle to harness creativity and innovation due to a skills gap – they do not know how to develop and encourage creative thinking.”*

**PwC Global CEO Survey 2012**



**! CAUTION**

**Do not operate this  
machine without training**

4 hours per week in bad  
brainstorming sessions costs  
£100,000\* pa.

*\*Average cost £20 per hour salary, total employment cost £62 per hour x 8 people = £496.00. £496.00 x 4 hours = £1,984.00 x 52 weeks = £103,168.*

# CUBE121

## Putting the Creative Machine to Work



**Cube121** is a practical assessment and training programme to help people at every level understand and use their creativity every day.



Everybody is creative



# The CUBE Programme

“Telling people how to be creative is easy, it's only being it that's difficult.”

*John Cleese on creativity*



Developing your daily creative practices is like learning to drive: There's a bit of **theory** and some **techniques** to learn then there's a little bit of **supervision** and a lot of **practice**

## Pre-training briefing

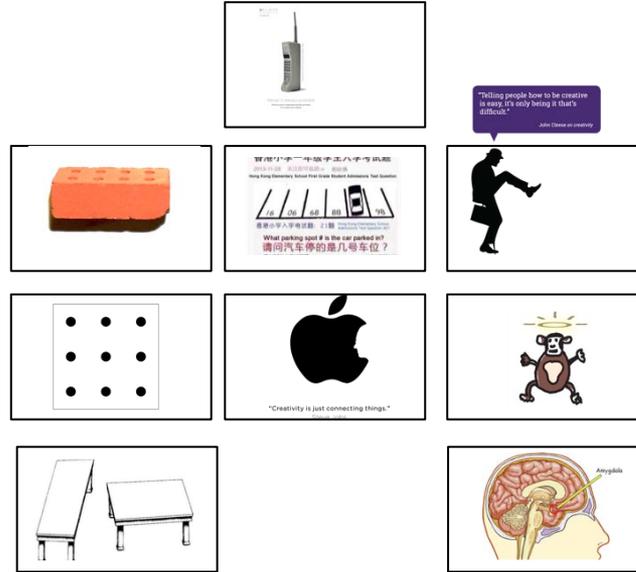
Establishing work partnerships

Setting creative brief

Completing me<sup>2</sup> questionnaire

Programme outline – 3 x 4 hour sessions

Setting exercises and practice between sessions



## Everybody is creative

### Training module 1 Psychology of creativity

- Alternative Uses Test
- Research on creative people
- Creative blockers
- Confirmatory bias
- Amygdala hijack

***“Creativity is not a talent. It’s a way of operating.”***

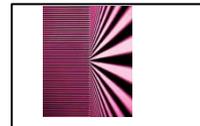
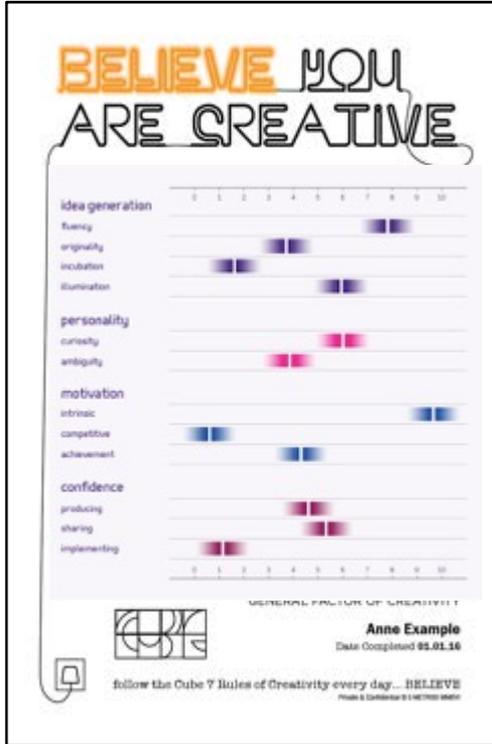
Donald MacKinnon



Creativity can be measured



# The CUBE Programme



## Creativity can be measured

### Training module 2 Thinking Styles

**me<sup>2</sup>** creative thinking style  
Self perception vs. others exercise

Understand **how** you are creative

Understanding **how** you can develop your daily creative practice



Creativity can be trained



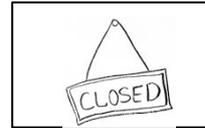
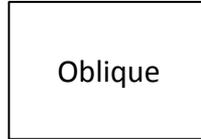
# The CUBE Programme

"It's easier to tone down a wild idea than to think up a new one."

Alex F Osborn  
'Father of Brainstorming'



*Judicial judgment is ruled out  
Wildness is welcomed  
Quantity is wanted  
Combination and improvement are sought*



## Creativity can be trained

### Training module 3 Effective Brainstorming

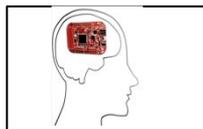
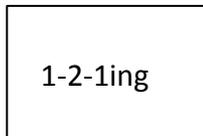
Osborn's Brainstorming Rules  
Brainstorming Do's and Don'ts  
Open mode vs. Closed mode  
Brainstorming tools  
Workshop on set brief





## Brainstorming is Dangerous

Just 4 hours per week spent in this way can cost an organisation £100,000 pa



INCUBATE  
**WAIT**  
DECIDE  
NOT TO  
DECIDE ...

## Creativity can be trained

### Training module 4 Creative Techniques 1

- Cube121 process
- Brainstorming is dangerous
- Strength in diversity
- Understanding incubation
- Exploring hidden talent
- Working on set brief



# The CUBE Programme

**Personal Creativity Development Plan**

For Anne Example

Date 5 Jan 2016 Plan No. \_\_\_\_\_

**Do more**

Capturing all ideas  
Schedule important non-urgent decisions

**Do less**

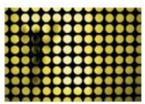
Quick evaluation

**Think about**

Getting a younger perspective  
Spending more time  
developing thoughts in a cafe

 **Creativity Toolkit**  
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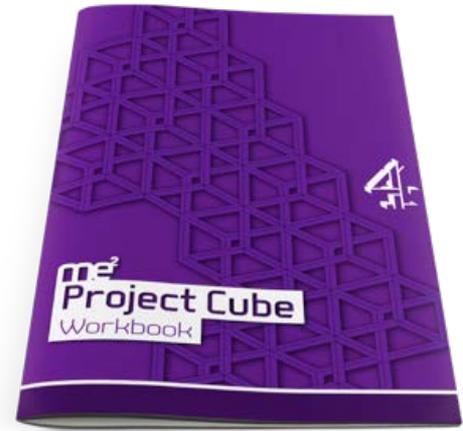
**Imagine**  
be curious

Do More	
	
THINK	
	Do Less

**Creativity can be trained**

**Training module 5  
Creative Development Plans**

Personal creative development plans





TALK TO ALIENS



THINK

SEE

DO



**Creativity**  
is just connecting things."  
Steve Jobs

## Creativity can be trained

### Training module 6 Team Creativity

Effective Teams

The Marshmallow challenge

See, Think, Do roles

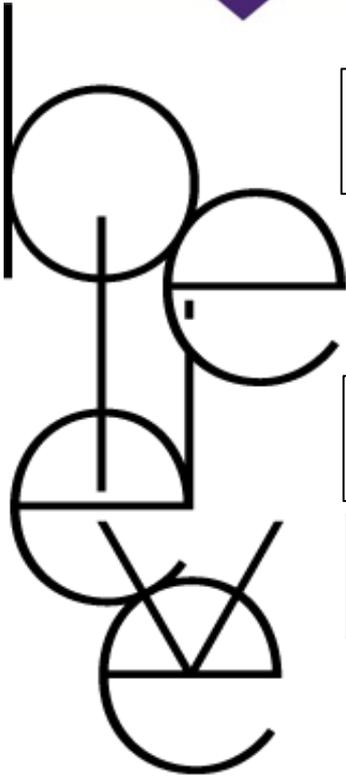
Brainstorming 2

Connections and chain reactions

Brainstorming tools



# The CUBE Programme

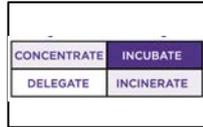


you are creative

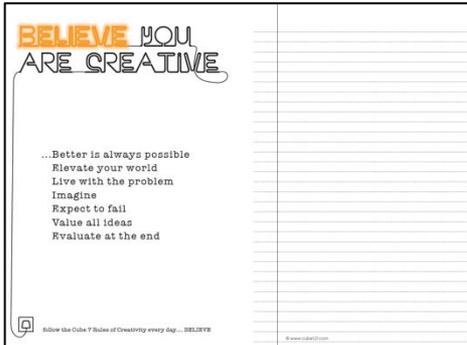
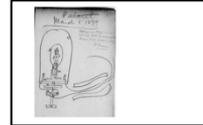


## Creativity can be trained

### Training module 7 Creative Techniques 2

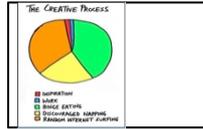


### Cube 7 Rules of creativity Creativity tools – Cube notebook 1-2-1ing





# The CUBE Programme



Accumulate

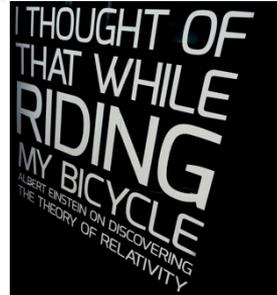
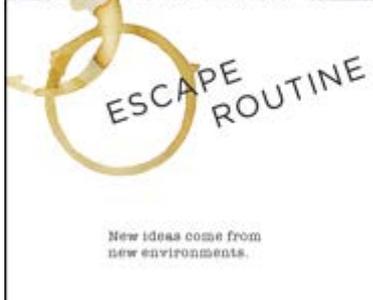


The Eagle, Cambridge  
Discovery of DNA

On the spot, on February 28, 1953, Francis Crick and James Watson made the first public announcement of the discovery of DNA, with the words "We have discovered the structure of the molecule of the genetic material" and "The structure is a double helix".



Evaluate



## Creativity can be trained

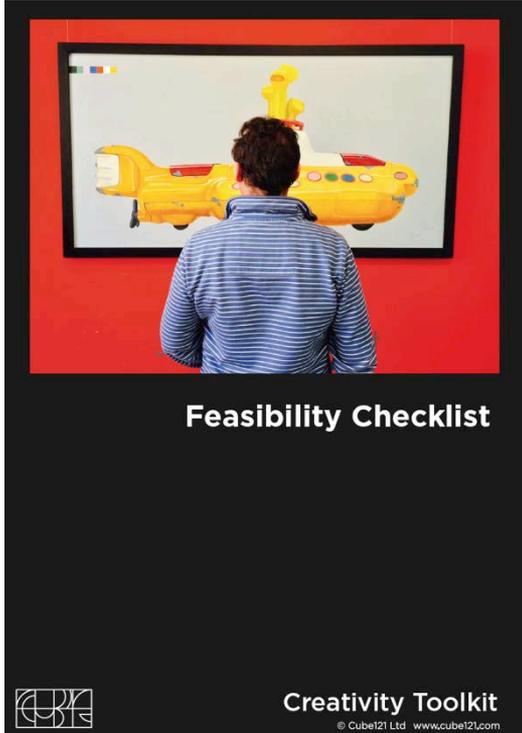
### Training module 8 Creative Techniques 3

Empathy mapping  
4-stage creativity process  
4 creative environments





# The CUBE Programme



Product/Service	
Criteria	
Requirements	Requirements and correct placement of the pitch vehicle
Product/Service development	Development has no the product/service

**Prototype**

**Empathy**

**Additional Considerations**  
Select, adapt or add criteria important to your column. For example:

**Sticky dot voting**

Group ideas into a suitable number of themes (ideally 8-12) allowing similar or related options, as this will save re-writing.

Use dots in two colours allowing for both positive and negative votes.

Everyone is given a limited number of dot stickers to use on ideas.

Participants discuss the ideas, consider and compare all options before using their vote dots.

Conduct the process more than once with different groups and people who have not been involved in the idea generation phase.

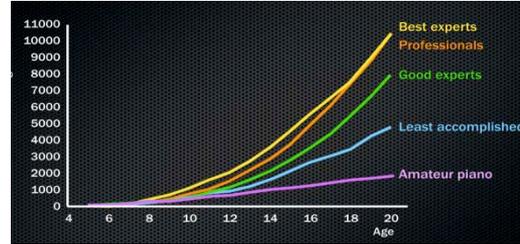
The facilitator should ensure participants don't self-select ideas, pass off or receive them.

**Creativity Toolkit**  
© Cubel21 Ltd

## Creativity can be trained

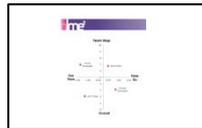
### Training module 9 Evaluation

- Evaluation techniques
- Elevator pitch exercise
- Developing concepts
- Sticky dot voting
- Feasibility testing and tools



Ericsson in 1993 demonstrated that 10,000 hours of practice makes perfect...

This graph, for skill development in piano playing, shows that the highest levels of skill is achieved through the greatest investment in practice.



## Creativity can be trained

### Training module 10 Applied Creativity

Creative practice and exercises

Additional creative drivers

- Strategic leadership
- Order
- Risk
- Optimism
- Driver finisher

me<sup>2</sup> team creativity map  
Developing daily creative habits



CAPTURE  
YOUR IDEAS  
THEY  
EVAPORATE  
QUICKLY

Cube Notebook No: \_\_\_\_\_

This Cube Notebook belongs to: \_\_\_\_\_

Name: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Mobile: \_\_\_\_\_

Do more: \_\_\_\_\_

Do less: \_\_\_\_\_

Think about: \_\_\_\_\_

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## Workshop Manual for the Creative Machine

Participant receive the following materials during the course:

Me2 GFC Development Report x2

Me2 Team Creativity Map

Personal Creativity Development Plans x3

Cube Notebooks with aid memoire & tools

Cube Creativity Toolkits x6 tools for personal development, creative workshops and idea section and evaluation

Feasibility testing plan

Post-course follow ups to encourage to keep the Creative Machine oiled and working effectively



## Creativity quotes

*"Creativity is contagious, pass it on"* – **Albert Einstein**... *Creativity involves breaking out of established patterns in order to look at things in a different way.* **Edward de Bono** *"I am enough of an artist to draw freely upon my imagination. Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world."* **Albert Einstein**... *"If you hear a voice within you say, 'You cannot paint,' then by all means paint, and that voice will be silenced"* – **Vincent Van Gogh**... *"The only thing that interferes with my learning is my education."* **Albert Einstein**... *"Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while"* **Steve Jobs**... *"If at first, the idea is not absurd, then there is no hope for it."* **Albert Einstein**... *"Creativity comes from a conflict of ideas"* **Donatella Versace**... *"The true sign of intelligence is not knowledge but imagination."* **Albert Einstein**... *"You see things; and you say, 'Why?' But I dream things that never were; and I say, 'Why not?'"* **George Bernard Shaw**... *"Logic will get you from A to B. Imagination will take you everywhere."* **Albert Einstein**... *"Have no fear of perfection, you'll never reach it"* – **Salvador Dali** *"The important thing is to not stop questioning. Curiosity has its own reason for existing."* **Albert Einstein**... *"If you think you can do a thing or think you can't do a thing, you're right."* **Henry Ford** *"Anyone who has never made a mistake has never tried anything new."* **Albert Einstein**...