

## Understanding | Creative

Ideas come easily to you. You may not be sure where they come from since they seem to just pop into your head. Nevertheless, brainstorming is second nature to you and you are a ready source of ideas and suggestions for your colleagues and customers. Keep in mind that necessity is the mother of invention. The more time you focus on a problem or opportunity, the more likely you are to come up with a solution or even several solutions.

However ideas don't always come at convenient times. They have a way of appearing when you are busy doing something else. Consequently you may have forgotten more ideas than you can remember. Carry around a notebook. Jot every idea down. Many of them may turn out to be impractical, but you want to make sure you don't lose a golden nugget. Some ideas need to be refined, and your notebook will allow you to go back and rethink something you would have otherwise forgotten. Your Creative problem solving can help you win over many customers and help get things unstuck.

**Collaboration Alert:** Recognize that not all of your ideas have business value. Share your ideas with someone who can help you distinguish between good ideas and impractical ideas. The more you know about a customer's problem, the more likely your solution will be on track. And remember the greatest secret of all: let others share (or even take) the credit.

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**The Science of Performance**