

Our Creative Process

Take a few minutes and recall a moment in the past when when you came up with an innovative idea of your own – not necessarily something related to business. With that innovation in mind, answer these questions:

The innovation in my mind is: _____

1. Did this innovative idea come about as a way of solving a challenge you were facing, or was this just a new way of approaching an issue?
2. Did this idea come to you because you were giving a lot of thought to this subject, or did it just pop into your head?
3. Was the challenge solved by this said idea?
4. How long did you take thinking about this issue before the idea came to you?
5. What steps did you go through as you worked to come up with this new idea?
6. After you came up with the idea, what did you do to make it a reality? (Be specific.)
7. What have you learned about what you personally need to do in order to be at your creative best? Is there a time of day when you work best? Is there a place you go to do your best work? Do you work best alone, or with others?