

Creative Thinking As Business as Unusual

Creativity does exist when working within the boundaries of what you already have.

Of course, you can't just say, "Be creative," and expect your staff to magically produce innovative ideas. But changing our way of thinking in business is vital for growth and success. Without it, we run the risk of not looking at the bigger picture. It time for a creative thinking exercise. Try this experiment as a way to look at problems or situations from a fresh perspective and possibly even brainstorm some unorthodox solutions!

Sales Huddle

1. Give each sales rep 6 toothpicks.
2. Challenge the sales reps to create 4 triangles with the toothpicks. *You may hear a complaint that they need more toothpicks (resources).*
3. If hearing requests for more toothpicks... Stress that these are the only resources you can give and they are to find ways to use what they have.
4. Allow 3-4 minutes.
5. If no one solved the puzzle provide the answer and debrief further.

Further debrief questions:

1. What don't we necessarily see that is right in front of us?
2. What obstacles are you facing now in which you want a new way of removing using only the resources currently available?
3. If we can't spend any money on XYZ, and we want to do something different only using the resources we have - what can we do?

Answer to the puzzle:

Make a 3D pyramid with the six toothpicks. You have three standing triangles and one base triangle.