



# Introduction to Creatrix Midwest Facilitator's Network

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# Rationale for Innovation

- Ability of organizations to respond quickly to changing market dynamics
- Necessity of organizations to continually innovate or be left behind
- Fostering of environments where individuals are valued and rewarded for their creativity
- Enhancing of overall organizational performance
- Responsive to customer and stakeholder needs

# Innovation

- Paper Bag
- Adaptive vs. breakthrough innovation



**Creativity x Risk Taking  
= Innovation**

# Application Model

## ◆ AIM

- Define your vision and strategies
- Articulate your goals for accelerating innovative capacity

## ◆ ASSESS

- Use the Creatrix Inventory© to profile your organization's current capacity to innovate

## ◆ DRIVE

- Identify the Drivers that can help align the organization with the new direction

## ◆ APPLY

- Develop clear tactics to narrow the gap and achieve success

# Creativity

- The degree to which one can produce unconventional ideas
  - Mundane and practical
  - Wild and crazy
- Adaptive vs. breakthrough creativity
- Barriers to creativity
- Equated with genius, not related

# Risk-Taking

- One tenaciously moves forward with his/her ideas in spite of potential loss of security, career, reputation or self-esteem
- Not a trait, but develop consistent risk-taking orientation over time
- May change slightly due to environmental responses and stresses

# Why Measure

- Explains why one organization stagnates, another takes excessive risks and lands in bankruptcy, and others moderately to extremely successful
- No right or wrong, understanding different styles helps team and organization to function better



# Creatrix Inventory

- Answer each question with rating of 1 to 9
- Add up the values of the odd numbered questions and divide by 5
- Add up the values of the even numbered questions and divide by 5
- Plot your score below with risk-taking on the vertical axis and creativity on the horizontal axis.

# The Eight Orientations

- Sustainer
- Modifier
- Challenger
- Practicalizer
- Innovator
- Synthesizer
- Dreamer
- Planner

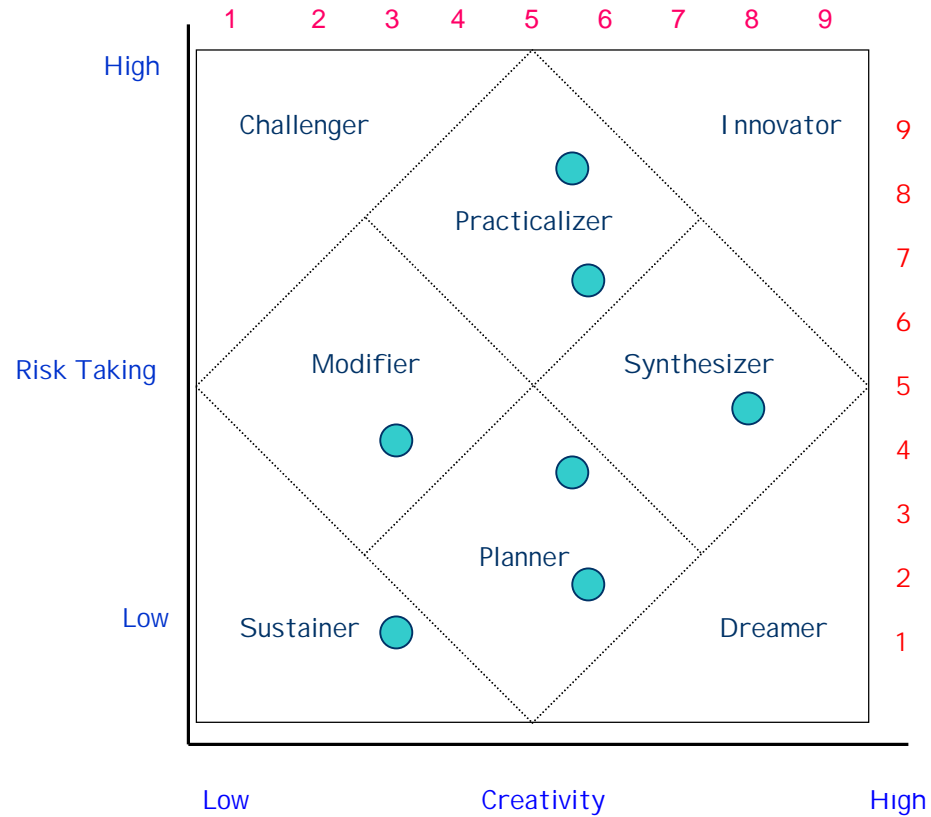
# The Seven Drivers

- Risk-Taking
  - Authenticity
  - Resiliency
  - Self-Acceptance
- Creativity
  - Uniqueness
  - Independence
  - Inner-Directed
  - Ambiguity

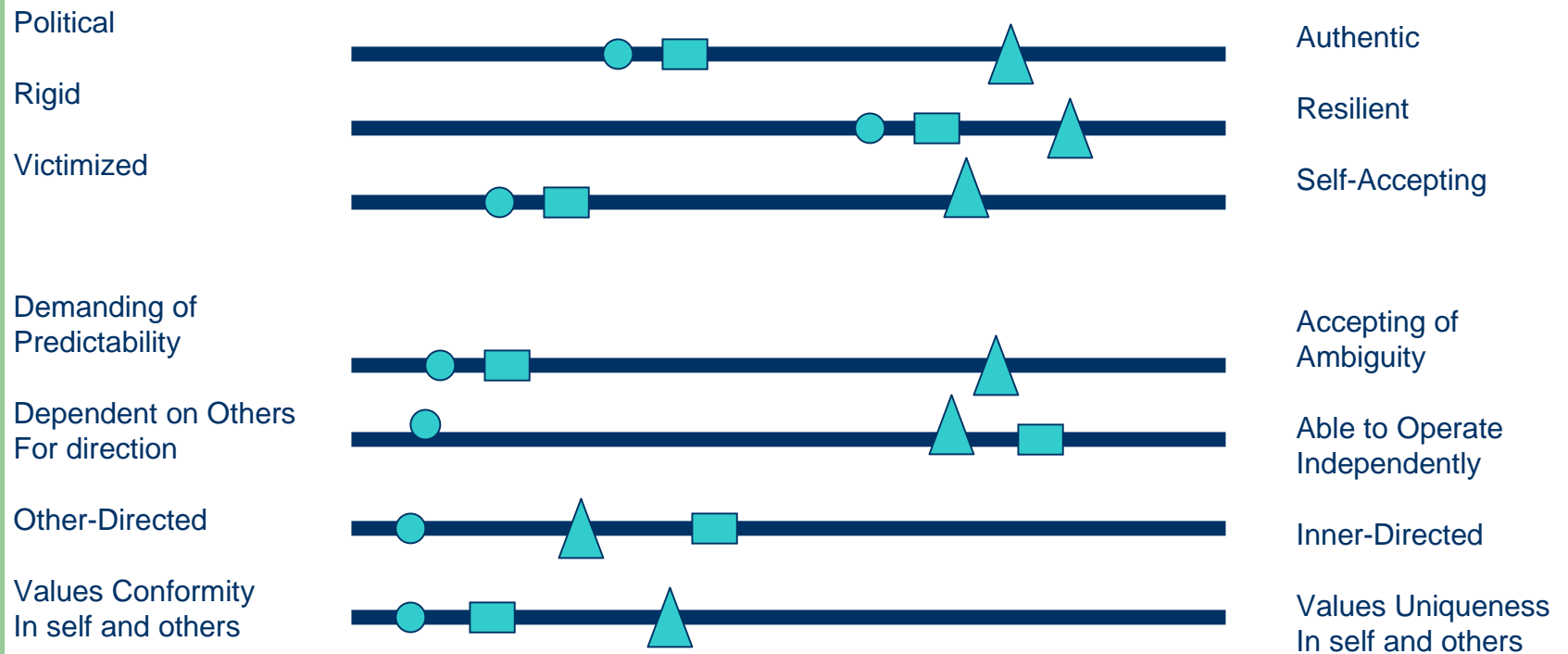
# Exercise

- Divide into a home office and field office
- We will go through 2 rounds of p-mails
- The goal of the home office is to get the field office to line up a series of objects in a designated order
  - Based on order of objects given, write a one-word p-mail to be given to the field office as a clue of how to line up the objects.
  - You will give the field office 2 one-word p-mails, but in two different rounds.
  - The p-mail must be one-word, written in all capital letters with no markings, a dictionary-defined word (no acronyms).
  - No other communication is allowed (gestures, pictures, symbols, etc).
- The goal of the field office is to take the p-mail from the home office and correctly line up a series of objects in the order the home office desires.
  - You will receive 1 p-mail during each round of the exercise.
  - Based on the one-word p-mail clue, try to line up the objects in the designated order.

# Creatrix Profiles



# Innovation Capacity Continuum



# Your Company's Innovation Capacity

- **Political .....** **Authentic**
- **Rigid.....** **Resilient**
- **Victimized.....** **Self-Accepting**
- **Conforming.....** **Unique**
- **Other-Directed.....** **Inner-Directed**
- **Dependent.....** **Independent**
- **Demanding of Predictability..** **Accepting  
of Ambiguity**

# Courage

*Courage is not the absence of fear, but the mastery of fear.*

Mark Twain



# Articles

## ***Risking to Win: Intelligent Risk-Taking for Teams***

*Fall, 2001: Are you a risk-taker?*

*Spring, 2002: Your risk personality.*

*Summer, 2002: How you view risk – perception makes all the difference.*

*Fall, 2002: Managerial Courage: Are you an architect of trust?*

*Online access:*

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