

Founding International Creativity Month

by Randall Munson, CSP

The beginning of the year is the time many individuals and organizations pause to reflect on the prior year and plan for the year that is just beginning. The first month of the year provides a wonderful time to take a fresh approach to problem solving. This is a perfect opportunity to consider ways that creativity and innovation can be applied during the year ahead.

The beginning of the year is the time that people traditionally make New Year's Resolutions in which they resolve to change some personal behavior. Conventional new years resolution to loose weight, stop smoking, floss daily, or clean out the garage are often abandoned after a few weeks and never reconsidered until another new calendar is hung on the wall.

Organization's new year's resolutions to reenergize their people, improve their communications, or develop their leadership are also abandoned as quickly as the average diet.

That's why I founded International Creativity Month. It is recognized annually in the month of January. Rather than being satisfied with a temporary new year's resolution, International Creativity Month provides a more powerful, long-lasting opportunity for positive change. It serves as a reminder to individuals and organizations around the globe to capitalize on the power of creativity and innovation.

As I've shared my program "Success Through CREATIVITY and INNOVATION" with businesses and organizations around the world, I've seen how effective new ideas can be in creating success. A single creative idea can have a greater impact on the success of an organization than hard work, overtime, and cash investment combined.

Unleashing creativity is vital for personal and business success in this age of accelerating change.

A center for creative learning studied the creativity of children and found that during the first five years 90% of children are highly creative. The next two years, ages six and seven, the percentage of highly creative children dropped to 10%. By age eight or nine, the percentage of highly creative children fell to only 2% and stayed about that level from that time on.

Almost all of us were highly creative when we were little children. We were created creative. It's time to unleash that creativity you were created with.

If you have never initiated a program to infuse your organization with creativity and innovation, now is the time to act. The process is fun and the celebration of the resulting success even more fun!

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