

Courageous Creativity Tool

7 ways to unlock creativity and innovation in your organization

Worksheet

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Courageous Creativity

7 ways to unlock creativity and innovation in your organization

- . Rate you / your team / your company on the seven factors of creative innovation
- 2. Determine improvements that can be made in each section
- 3. Let the ideas flow!

STEP 1: RATE YOU / YOUR TEAM / YOUR COMPANY ON	THE 7 FACTORS OF CREATIVE INNOVATION
(Scale 0-10)	

(01) Ambidextrous enterprise	 Why?
(02) Consumer mindset	Wbv2
(02) Consumer initiaset	 Why?
(03) Integrated strategy	 Why?
(04) Innovation portfolio	 _ Why?
(05) Experimentation	
(06) Resources	 _ Why?
(07) Metrics	_ Why?

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- 1. Rate you / your team / your company on the seven factors of creative innovation
- Determine improvements that can be made in each section
- 3. Let the ideas flow!

STEP 2: WRITE DOWN ONE ACTION TO TAKE TO LEVEL UP EACH AREA OF COURAGEOUS CREATIVITY		
(01) Ambidextrous Enterprise		
(02) Consumer mindset		
(03) Integrated strategy		
(04) Innovation portfolio		
(05) Experimentation _		
(06) Resources		
(07) Metrics		
Notes:		

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