



## Transcript from June 18, 2010 to June 18, 2010

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All times are Pacific Time

### June 18, 2010

- 1:01 am **ConversationAge**: Join in a great conversation --#[kaizenblog](#) chat Fri 12pm ET on:"The Necessity of Creativity in 21st Century Business"
- 1:07 am **macengr**: RT @[ConversationAge](#): Join in a great conversation --#[kaizenblog](#) chat Fri 12pm ET on:"The Necessity of Creativity in 21st Century Business"
- 1:08 am **COSCFO**: RT @[ConversationAge](#): Join in a great conversation --#[kaizenblog](#) chat Fri 12pm ET on:"The Necessity of Creativity in 21st Century Business"
- 1:21 am **CASUDI**: RT@[ConversationAge](#) Join in a great conversation --#[kaizenblog](#) chat Fri 12pm ET on:"The Necessity of Creativity in 21st Century Business"
- 1:44 am **CASUDI**: "The Necessity of Creativity in 21st Century Business" #[kaizenblog](#) chat Fri 12pm ET WITH host @[ConversationAge](#) COhost @[3keyscoach](#) JOIN US.
- 3:44 am **3keyscoach**: @[CASUDI](#) Hello there! Thanks for sharing #[kaizenblog](#) info! Are you able to join us tomorrow?
- 3:52 am **3keyscoach**: Join i@[ConversationAge](#) & me for #[kaizenblog](#) this Friday 12pm ET/5pm BST-Topic: "The Necessity of Creativity in 21st Century Business"
- 3:56 am **lizziepauker**: @[3keyscoah](#) as usual... I look forward to tomorrow's #[kaizenblog](#) chat at 12ET on The Necessity of Creative in the 21st Century Business!!
- 10:05 am **3keyscoach**: Pls join us today #[kaizenblog](#) at 12pm ET/5pm BST-Topic: "The Necessity of Creativity in 21st Century Business"
- 10:20 am **3keyscoach**: Please follow @[tomasacker](#) for branding wisdom. He's quite poetic w/ tweets at times too! Valued #[kaizenblog](#) chat contributor! #FF
- 11:41 am **CASUDI**: @[3keyscoach](#) planning to join #[kaizenblog](#) and you today ~ provided twitter is not doing the time/delay stunt on my chat stream :-)
- 1:44 pm **ConversationAge**: Pls join us today #[kaizenblog](#) at 12pm ET/5pm BST-Topic: "The Necessity of Creativity in 21st Century Business"

- 1:44 pm **joey\_strawn:** RT @ConversationAge: Pls join us today #kaizenblog at 12pm ET/5pm BST-Topic: "The Necessity of Creativity in 21st Century Business"
- 1:45 pm **CBWhittemore:** RT @ConversationAge: Pls join us today #kaizenblog at 12pm ET/5pm BST-Topic: "The Necessity of Creativity in 21st Century Business"
- 1:59 pm **gonzifroni:** RT @ConversationAge: Pls join us today #kaizenblog at 12pm ET/5pm BST-Topic: "The Necessity of Creativity in 21st Century Business"
- 2:00 pm **3keyscoach:** Dan Pink's perspective on creativity in the 21st century <http://ht.ly/206ob> #kaizenblog
- 2:10 pm **Mariloren722:** RT @ConversationAge: Pls join us today #kaizenblog at 12pm ET/5pm BST-Topic: "The Necessity of Creativity in 21st Century Business"
- 3:01 pm **CASUDI:** TODAY #kaizenblog 12ET @CathyWebSavvyPR @GetResults @dc2fla @BlakeGroup @Mandy\_Vavrinak @wilsonellis @JDeberly @correlationist
- 3:04 pm **CASUDI:** TODAY #kaizenblog 12ET @MaryAnnHalford @KimBrater @DavidWLocke @karimacatherine @JohnAntonios @EFulwiler ~ "The Necessity of Creativity in..
- 3:30 pm **3keyscoach:** In 30 minutes, great convo on #kaizenblog! Topic: "The Necessity of Creativity in 21st Century Business"
- 3:41 pm **Note\_to\_CMO:** Partner meetings will knock me out of #kaizenblog discussion this morning - sorry, team! Was looking fwd to it!
- 3:55 pm **CraigWiggins:** Will be missing #kaizenblog at 12:00 EDT today again, but with you in spirit! Have a great conversation!
- 4:04 pm **jeanniecw:** @ConversationAge Call just canceled. I'm in for #kaizenblog!
- 4:08 pm **ConversationAge:** Welcome to #kaizenblog chat on "The Necessity of Creativity in 21st Century Business"
- 4:08 pm **CASUDI:** @3keyscoach I am not getting #kaizenblog stream ~ has the #worldcup taken over the twitterverse ?
- 4:09 pm **3keyscoach:** #kaizenblog
- 4:09 pm **ambercleland:** @CASUDI I think we are just getting started #kaizenblog
- 4:09 pm **3keyscoach:** Hello, everyone. I'm a little behind schedule #kaizenblog
- 4:09 pm **Mandy\_Vavrinak:** RT @ConversationAge: Welcome to #kaizenblog chat on "The Necessity of Creativity in 21st Century Business"
- 4:11 pm **3keyscoach:** Shall we jump into our discussion today of "Necessity of Creativity in 21st Century Business"? #kaizenblog
- 4:11 pm **CASUDI:** @ambercleland TY ~ I have always been accused of being ontime :-) #kaizenblog
- 4:12 pm **3keyscoach:** Q1 How would you describe creativity? #kaizenblog
- 4:12 pm **Mandy\_Vavrinak:** #kaizenblog what a great topic... Creativity is so much more than people typically think.

- 4:12 pm **joey\_strawn:** I'm a little late, hope I haven't missed anything #kaizenblog
- 4:12 pm **3keyscoach:** @CASUDI @ambercleveand Hi there and welcome even w/ World Cup #kaizenblog
- 4:13 pm **3keyscoach:** @Mandy\_Vavrinak Fabulous! Glad you're here! #kaizenblog
- 4:13 pm **soumyapr:** Hi everyone. Sorry I am late. Can you update on whats happening? #kaizenblog
- 4:13 pm **jpearlstein:** @3keyscoach define creativity as willing to be innovate #Kaizenblog
- 4:13 pm **3keyscoach:** @joey\_strawn Just asked Q1 so you're just in time! #kaizenblog
- 4:14 pm **ConversationAge:** RT @3keyscoach: Q1 How would you describe creativity? #kaizenblog
- 4:14 pm **3keyscoach:** @jpearlstein Hi there! What has willingness have to do w/ creativity? Tell us more... #kaizenblog
- 4:14 pm **CASUDI:** @soumyapr .... just stared Q1 :How would you describe creativity? #kaizenblog
- 4:14 pm **lizziepauker:** Sorry I'm late #Kaizenblog! Q1- Creativity to me is all about innovation, new perspectives & thinking "outside the box"
- 4:14 pm **soumyapr:** creativity is the ability to add disruptive change without losing core value of an idea. #kaizenblog
- 4:14 pm **CASUDI:** @soumyapr .... just stared Q1 :How would you describe creativity? #kaizenblog cc@joey\_strawn
- 4:14 pm **GetResults:** Dear all, I'll be involved in a chat 4 next hour, exploring Creativity in 21st Cent Biz - join us - & pardon my tweet flood on #kaizenblog
- 4:14 pm **3keyscoach:** Hello @soumyapr Just asked Q1 How would you describe creativity? #kaizenblog
- 4:15 pm **3keyscoach:** RT @soumyapr: creativity is the ability to add disruptive change without losing core value of an idea. #kaizenblog
- 4:15 pm **CASUDI:** @wilsonellis #kaizenblog :-)
- 4:15 pm **3keyscoach:** RT @lizziepauker Q1- Creativity to me is all about innovation, new perspectives & thinking "outside the box" #kaizenblog
- 4:15 pm **3keyscoach:** Would you tell us more about sideways looking? RT @LauraLCrum: A1: creativity is looking sideways vs looking forward #kaizenblog
- 4:16 pm **GetResults:** A - 1 - Creativity is going beyond or within to find new/innovative ways to expand consciousness/ work - and we always need that #kaizenblog
- 4:16 pm **guhmsboo:** @3keyscoach Remarkable content #kaizenblog
- 4:16 pm **joey\_strawn:** creativity is the ability to show old things in a new way and the desire to create something from nothing #kaizenblog
- 4:16 pm **3keyscoach:** @GetResults Hello John! #kaizenblog

- 4:16 pm **jpearlstein:** How rude of me, hello #kaizenblog. You have to be willing to go outside of the box, creativity is nothing if action isnt taken #Kaizenblog
- 4:16 pm **Mandy\_Vavrinak:** #kaizenblog Creativity = approach to a challenge or obstacle
- 4:16 pm **GetResults:** @3keyscoach Morning Elli, nice to be here #kaizenblog
- 4:16 pm **3keyscoach:** @jeanniecw Awesome! Welcome! #kaizenblog
- 4:17 pm **3keyscoach:** RT @jpearlstein You have to be willing to go outside of the box, creativity is nothing if action isnt taken #kaizenblog
- 4:17 pm **CASUDI:** A-1 Creativity is continuous innovating ~ looking for new and better ways 24/7 365 #kaizenblog
- 4:17 pm **3keyscoach:** Please say more...RT @Mandy\_Vavrinak: #kaizenblog Creativity = approach to a challenge or obstacle
- 4:17 pm **GetResults:** @bcoelho2000 thanks for the Shout Out - may you have ongoing and rewarding success #kaizenblog
- 4:18 pm **3keyscoach:** @guhmsboo Just to clarify...creativity is remarkable content? How do you define remarkable? #kaizenblog
- 4:18 pm **LauraLCrum:** I think creativity is the ability to not be so focused on the path ahead that you lose the scenery options #kaizenblog
- 4:18 pm **Mandy\_Vavrinak:** ?@Mandy\_Vavrinak: #kaizenblog Creativity = approach to a challenge or obstacle? > through an unexpected avenue
- 4:18 pm **3keyscoach:** @Note\_to\_CMO We'll miss you! Have a great weekend. Happy Father's Day! #kaizenblog
- 4:19 pm **jeanniecw:** @3keyscoach A1: When it comes to blogging, it's a way to capture others' imaginations, emotions. #kaizenblog
- 4:19 pm **3keyscoach:** RT @Mandy\_Vavrinak: ?@Mandy\_Vavrinak Creativity = approach to a challenge or obstacle? > through an unexpected avenue #kaizenblog
- 4:19 pm **CASUDI:** @Mandy\_Vavrinak I would think U can have creativity w/o challenge or obstacle or not ? #kaizenblog
- 4:19 pm **Mandy\_Vavrinak:** #kaizenblog sorry... Had to shut down some other distractions so I could tweet coherently!
- 4:19 pm **GetResults:** A 1 - Creativity is about both new ways (internal) & new things (external) - in & out of the box - should be a constant search #kaizenblog
- 4:19 pm **3keyscoach:** RT @LauraLCrum: I think creativity is the ability to not be so focused on the path ahead that you lose the scenery options #kaizenblog
- 4:19 pm **joey\_strawn:** @Mandy\_Vavrinak I like the idea of creativity being a path you take and not just an adjective set in motion #kaizenblog
- 4:19 pm **soumyapr:** creativity is also adding dimensions to thoughts. stay within defined boundaries & ord creativity becomes useful creativity #kaizenblog
- 4:20 pm **lizziepauker:** @jpearlstein Id expand that-creativity is nothing if ure not willing 2 push the envelope, brainstorm w/o limitation & take risks #kaizenblog

- 4:20 pm **CASUDI**: @GetResults YES, continuing innovation :- ) #Kaizenblog
- 4:20 pm **Mandy\_Vavrinak**: #kaizenblog Creativity is about not restricting your thinking to what IS, but rather what could be.
- 4:20 pm **soumyapr**: RT @Joey\_strawn: @Mandy\_Vavrinak I like the idea of creativity being a path you take and not just an adjective set in motion #kaizenblog
- 4:20 pm **tomasacker**: Creativity is about adding value, improving life, and growth. #kaizenblog
- 4:20 pm **GetResults**: @CASUDI @Mandy\_Vavrinak - I think it's both - challenges & ho-hum can both inspire new thinking - thought to action are key #kaizenblog
- 4:20 pm **ConversationAge**: @LauraLCrum guessing you're familiar with lateral action blog #kaizenblog <http://lateralaction.com/>
- 4:20 pm **3keyscoach**: RT @GetResults: A 1 Creativity is abt both new ways (internal) & new things (external) in & out of box -should B constant search #kaizenblog
- 4:20 pm **soumyapr**: RT @Mandy\_Vavrinak: #kaizenblog Creativity is about not restricting your thinking to what IS, but rather what could be. #kaizenblog
- 4:21 pm **3keyscoach**: Who defines what is added value? RT @tomasacker: Creativity is about adding value, improving life, and growth #kaizenblog
- 4:21 pm **GetResults**: @3keyscoach and sometimes the scenery is most inspiring - head down and pushing forward - you often lose perspective #kaizenblog
- 4:21 pm **ConversationAge**: RT @tamadear: @ConversationAge @3keyscoach To me, creativity is the ability to make connections btwn seemingly unrelated things #kaizenblog
- 4:21 pm **Mandy\_Vavrinak**: @CASUDI I think challenges or obstacles tend to spur creative thinking #kaizenblog
- 4:21 pm **LauraLCrum**: @ConversationAge actually, I was not, but this looks perfect. :) Thanks #kaizenblog
- 4:22 pm **3keyscoach**: Great blog! RT @ConversationAge: @LauraLCrum guessing you're familiar w/ lateral action blog <http://lateralaction.com/> #kaizenblog
- 4:22 pm **DAVIDCESAR3**: RT @ConversationAge: RT @tamadear: @ConversationAge @3keyscoach To me, creativity is the ability to make connections btwn seemingly unrelated things #kaizenblog
- 4:22 pm **ConversationAge**: @LauraLCrum I get a lot out of it #kaizenblog
- 4:22 pm **jeanniecw**: Great find! RT @ConversationAge: @LauraLCrum guessing you're familiar with lateral action blog #kaizenblog <http://lateralaction.com/>
- 4:22 pm **joey\_strawn**: creativity is a very personal thing, it can be used for public good, but it always starts within, what is creative for YOU #kaizenblog

- 4:22 pm **Mandy\_Vavrinak:** @CASUDI and I think of design problems or marketing projects as "challenges" for example... To do the best, achieve the goal #kaizenblog
- 4:22 pm **CASUDI:** @Mandy\_Vavrinak sometimes I just have creative ideas ;- ) #kaizenblog
- 4:23 pm **JulieDAloiso:** RT @3keyscoach: RT @lizziepauker Q1- Creativity to me is all about innovation, new perspectives & thinking "outside the box" #kaizenblog
- 4:23 pm **Mandy\_Vavrinak:** @joey\_strawn me, too. Creativity is a way forward, an approach... Not an event or a point in time #kaizenblog
- 4:23 pm **3keyscoach:** RT @Mandy\_Vavrinak: @CASUDI & I think of design problems or marketing projects as "challenges" for ex...To do best, achieve goal #kaizenblog
- 4:23 pm **ConversationAge:** RT @Mandy\_Vavrinak: @CASUDI I think of design problems / marketing prjcts as "challenges" e.g., To do the best, achieve the goal #kaizenblog
- 4:23 pm **GetResults:** @3keyscoach @tomasacker - all biz set their own "added" value - Is why new ideas must be vetted for "fit" #kaizenblog
- 4:23 pm **bcoelho2000:** To unleash your creativity don't be afraid to polarize people. Great products polarize people's opinions #kaizenblog
- 4:23 pm **alchemize:** Creativity is the act of turning new and imaginative ideas into reality. It involves two processes: thinking, then producing. #kaizenblog
- 4:23 pm **jpearlstein:** @lizziepauker i agree. though there has to be some limitations. #Kaizenblog
- 4:24 pm **3keyscoach:** RT @Mandy\_Vavrinak: @joey\_strawn me, too. Creativity is a way forward, an approach... Not an event or point in time #kaizenblog
- 4:24 pm **guhshoo:** @3keyscoach Content people just have to share with everyone. #kaizenblog
- 4:24 pm **alchemize:** If you have ideas, but don't act on them, you are imaginative but not creative. #kaizenblog
- 4:24 pm **ConversationAge:** RT @tomasacker: @3keyscoach: Who defines what is added value? Results of creative effort. #kaizenblog
- 4:24 pm **dc2fla:** Lunchbreak in proposal review. Wish I could have included #kaizenblog today. (Thanks @Casudi for reminder! Next week)
- 4:24 pm **CASUDI:** RT@alchemize Creativity is turning new & imaginative ideas into reality. It involves two processes: thinking, then producing. #kaizenblog
- 4:25 pm **doug\_fresco:** RT @tomasacker: Creativity is about adding value, improving life, and growth. #kaizenblog
- 4:25 pm **LauraLCrum:** @tomasacker: Not sure I quite agree...I think creativity PRODUCES value, etc., but isn't that by definition #kaizenblog
- 4:25 pm **jpearlstein:** @alchemize agreed! #Kaizenblog

- 4:25 pm **GetResults:** @CASUDI @Mandy\_Vavrinak - it's nice to have a stockpile of creative ideas on the shelf just waiting for a "home" #kaizenblog
- 4:26 pm **LauraLCrum:** Great division here: RT @alchemize: If you have ideas, but don't act on them, you are imaginative but not creative. #kaizenblog
- 4:26 pm **tomasacker:** Creativity needs to be focused on others/results, otherwise won't necessarily produce value. #kaizenblog
- 4:26 pm **GetResults:** @bcoelho2000 Yes, it's a way to expand the creative dialog - scrappy is good #kaizenblog
- 4:26 pm **soumyapr:** RT @LauraLCrum: Great divsn here: RT @alchemize: If you have ideas, but dont act on them, you are imaginative but not creative. #kaizenblog
- 4:27 pm **Mandy\_Vavrinak:** @CASUDI know you do! ;) many of my best ideas came from "what if...?" moments. They still addressed a "problem" just not mine! #kaizenblog
- 4:27 pm **CASUDI:** @GetResults @Mandy\_Vavrinak I wonder how many creative ideas end up a Reality in any given day-week-year + results #kaizenblog
- 4:27 pm **joey\_strawn:** @LauraLCrum I don't know, theres pretty useless stuff out there that could b called "creative". Value lies in the benefactor #kaizenblog
- 4:27 pm **bcoelho2000:** Creativity is fueled by Passion! What are you passionate about? #kaizenblog
- 4:28 pm **jpearlstein:** @CASUDI how about how many ideas end up being succesful #Kaizenblog
- 4:28 pm **jeanniecw:** @tomasacker Sometimes being creative for creativity's sake produces things you don't know are there to begin with. #kaizenblog
- 4:28 pm **CASUDI:** @Mandy\_Vavrinak I do agree w you ~ when I think of it ~ what IF is the ultimate challenge :-0 :-0) #kaizenblog
- 4:28 pm **jpearlstein:** @bcoelho2000 can passion present a problem when it comes to implementing creativity? #Kaizenblog
- 4:28 pm **GetResults:** @tomasacker focus on results is in biz, not needed in all creative thinking. Sometimes value is just in creative process. #kaizenblog
- 4:28 pm **Mandy\_Vavrinak:** @CASUDI @getresults that's the hard part... Moving from creative approach to implement & produce. #kaizenblog
- 4:29 pm **jpearlstein:** @jeanniecw is it than being creative? #Kaizenblog
- 4:29 pm **alchemize:** @Mandy\_Vavrinak 3 questions I ask to spark creativity: What if? What else? Why not? #kaizenblog
- 4:29 pm **GetResults:** @CASUDI The few, the proud ones! Most creativity won't stick to the wall, but it you don't throw it up, something is lost #kaizenblog
- 4:29 pm **markchidwick:** RT @LauraLCrum I don't know, theres pretty useless stuff out there that could b called "creative". Value lies in the benefactor #kaizenblog

- 4:29 pm **ambercleland:** RT @alchemize: 3 questions I ask to spark creativity: What if? What else? Why not? #kaizenblog
- 4:29 pm **GetResults:** @joey\_strawn the benefactor, or the beneficiary? #kaizenblog
- 4:29 pm **pushingsocial:** Creativity is provoking a "Wow" or "aha" moment. #kaizenblog
- 4:30 pm **pushingsocial:** RT @alchemize: @Mandy\_Vavrinak 3 questions I ask to spark creativity: What if? What else? Why not? #kaizenblog
- 4:30 pm **joey\_strawn:** @alchemize my favorite to ask of those is "What Else?" #kaizenblog
- 4:30 pm **jpearlstein:** @jeanniecw is it than being creative? #kaizenblog
- 4:30 pm **CASUDI:** I like that ~ valuable creative thought = mind gymnastics ;-) @GetResults @tomasacker #kaizenblog
- 4:30 pm **lizziepauker:** @jpearlstien @bcoelho2000 - implementation can become tricky when people are invested & emotional about their work. #kaizenblog
- 4:30 pm **soumyapr:** agree. but it should have a purpose and meet the goal. RT @pushingsocial: Creativity is provoking a "Wow" or "aha" moment. #kaizenblog
- 4:31 pm **tomasacker:** A LOT of advertising is very creative. And a waste. Reinvest in improving products/service. #kaizenblog
- 4:31 pm **pushingsocial:** Getting my creative jolt at #kaizenblog - stop on by
- 4:31 pm **jpearlstein:** @tomasacker isn't improving products/service another way of being creative? #Kaizenblog
- 4:31 pm **Mandy\_Vavrinak:** @jpearlstein @bcoelho2000 sometimes passion drives us past creativity into dogma or obsession #kaizenblog
- 4:32 pm **GetResults:** @Mandy\_Vavrinak - Yes, taking an "idea" to a "reality" in biz - the commercialization process, is often a very rocky road #kaizenblog #in ?
- 4:32 pm **phototakeouter:** RT @tomasacker: A LOT of advertising is very creative. And a waste. Reinvest in improving products/service. #kaizenblog
- 4:32 pm **markchidwick:** RT @pushingsocial: RT @alchemize: @Mandy\_Vavrinak 3 questions I ask to spark creativity: What if? What else? Why not? #kaizenblog
- 4:32 pm **CASUDI:** @alchemize @Mandy\_Vavrinak WELL SAID ~ What IF? What ELSE? WHY NOT? ~ creativity ignition #kaizenblog
- 4:32 pm **alchemize:** Selling ideas: How will idea save money? Make money? Make your boos look good? Also provide 3 options so recipient has a choice #kaizenblog
- 4:32 pm **soumyapr:** RT @CASUDI: @alchemize @Mandy\_Vavrinak WELL SAID ~ What IF? What ELSE? WHY NOT? ~ creativity ignition #kaizenblog
- 4:32 pm **joey\_strawn:** @GetResults both, creativity begins personal and then grows public. If YOU get nothing from it, neither does anyone else #kaizenblog

- 4:33 pm **GetResults:** @CASUDI brains need exercise too! #kaizenblog
- 4:33 pm **johannask:** RT @ConversationAge: RT @tamadear: @ConversationAge @3keyscoach To me, creativity is the ability to make connections btwn seemingly unrelated things #kaizenblog
- 4:33 pm **pushingsocial:** @soumyapr really?...sometimes the most creative ideas solve something better than the "supposed" goal. #kaizenblog
- 4:33 pm **jpearlstein:** @phototakeouter yes but don't you still have to try? even if the ad is a waste #Kaizenblog
- 4:33 pm **tomasacker:** @jpearlstein: Absolutely! Focused on improving experience. Creativity needs a perceptual lens. #Kaizenblog
- 4:33 pm **Mandy\_Vavrinak:** @tomasacker I would say "creative" shouldn't = "strange" or "clever" as is the case in many "creative" ads. #kaizenblog
- 4:33 pm **3keyscoach:** RT @tomasacker: @jpearlstein: Absolutely! Focused on improving experience. Creativity needs a perceptual lens. #Kaizenblog #kaizenblog
- 4:34 pm **bcoelho2000:** @jpearlstein Passion is what keeps you going in the face of adversity. It's what makes you dare defy the status quo. #Kaizenblog
- 4:34 pm **GetResults:** @joey\_strawn but by even thinking it up, you experience the joy of creation, the pleasure of the "what if" that can be enough. #kaizenblog
- 4:34 pm **soumyapr:** @pushingsocial well....at the least they should meet the goals. If they do more, wonderful :) #kaizenblog
- 4:34 pm **3keyscoach:** Sorry, I'm back. I think I was locked out for a bit. Couldn't RT or ask questions. :( #kaizenblog
- 4:34 pm **CASUDI:** @phototakeouter How do U know the CREATIVE Advertising is a waste? May work for the company :- ) #kaizenblog
- 4:34 pm **GetResults:** RT @pushingsocial: Getting my creative jolt at #kaizenblog - stop on by
- 4:34 pm **GetResults:** #kaizenblog
- 4:34 pm **Mandy\_Vavrinak:** #kaizenblog Different does not equal Creative.
- 4:34 pm **3keyscoach:** Q2 If right brain skills are truly more dominant now, how does that shape the use of creativity? #kaizenblog
- 4:34 pm **ConversationAge:** Are we thinking that creative = design of experience to elicit action? #kaizenblog
- 4:35 pm **jpearlstein:** @tomasacker right, i don't think we can pinpoint creativity as one thing, but an all encompassing movement towards improvement #Kaizenblog
- 4:35 pm **3keyscoach:** RT @ConversationAge: Are we thinking that creative = design of experience to elicit action? #kaizenblog
- 4:35 pm **jpearlstein:** @tomasacker right, i don't think we can pinpoint creativity as one thing, but an all encompassing movement towards improvement #kaizenblog

- 4:35 pm **ConversationAge:** Q2: If right brain skills are truly more dominant now, how does that shape the use of creativity? #kaizenblog
- 4:35 pm **3keyscoach:** Agreed! @Mandy\_Vavrinak: #kaizenblog Different does not equal Creative.
- 4:36 pm **jeanniecw:** My favorite way to get creative answers to problems is to ask "Why has it always been done that way?" #kaizenblog
- 4:36 pm **jpearlstein:** @bcoelho2000 I agree. I am just saying that passion can cause you to not think rationally. #Kaizenblog
- 4:36 pm **jpearlstein:** @bcoelho2000 I agree. I am just saying that passion can cause you to not think rationally. #kaizenblog
- 4:36 pm **soumyapr:** so true. creativity 4 a purpose is imp. RT @Mandy\_Vavrinak @tomasacker creative not = strange /clever as in many "creative" ads. #kaizenblog
- 4:36 pm **bcoelho2000:** There are many things in life that will catch your eye, but only a few will catch your heart...pursue those. - Michael Nolan #kaizenblog
- 4:36 pm **soumyapr:** RT @jeanniecw: My favorite way to get creative answers to problems is to ask "Why has it always been done that way?" #kaizenblog
- 4:36 pm **Mandy\_Vavrinak:** @GetResults @casudi absolutely! I try to write down good ones for later use! #kaizenblog
- 4:36 pm **pushingsocial:** RT @ConversationAge: Are we thinking that creative = design of experience to elicit action? #kaizenblog
- 4:37 pm **ambercleland:** W/ more right brain dominance, creativity should increase, but you still need left brain skills to support #kaizenblog
- 4:37 pm **Mandy\_Vavrinak:** I have to head to a meeting... Sorry for short participation, but thank you for inspiring conversation! #kaizenblog
- 4:37 pm **GetResults:** @phototakeouter All advertising is market testing, probing, Evals, later. Mantra is still "it's not creative unless it sells." #kaizenblog
- 4:38 pm **ConversationAge:** @Mandy\_Vavrinak thank you for participating #kaizenblog have a great weekend!
- 4:38 pm **joey\_strawn:** @ambercleland i agree! there needs to be a marriage of the halves, while ideas need to come, there must be logical uses #kaizenblog
- 4:38 pm **steveseager:** RT @ConversationAge: RT @tamadear: @ConversationAge @3keyscoach To me, creativity is the ability to make connections btwn seemingly unrelated things #kaizenblog
- 4:39 pm **jpearlstein:** @ambercleland or find someone who can balance out right side #kaizenblog
- 4:39 pm **GetResults:** @3keyscoach A 2 - right brain thinking tends to the big picture, then edit. Left brain starts w facts - have to build #kaizenblog
- 4:40 pm **markchidwick:** Thats when collaboration helps creativity = RT @jpearlstein: @ambercleland or find someone who can balance out right side #kaizenblog
- 4:40 pm **tomasacker:** Childlike brain (curious, empathic, fearless) vs. adult brain, perhaps? #kaizenblog

- 4:40 pm **amercleveland:** @jpearlstein I think finding someone to balance is a great idea. If you are left or right brained, look to opposite for support #kaizenblog
- 4:40 pm **jpearlstein:** @bcoelho2000 yes but don't you have to worry about passion causing clout #kaizenblog
- 4:41 pm **3keyscoach:** RT @GetResults: @3keyscoach A 2 - right brain thinking tends to big picture, then edit. Left brain starts w facts - have to build #kaizenblog
- 4:41 pm **jeanniecw:** A2 - Understand your audience/market whatever is as/more creative. Not like old days. #kaizenblog
- 4:41 pm **joey\_strawn:** @markchidwick I agree, brainstorming with a group I trust is always very rewarding, no matter the goal #kaizenblog
- 4:41 pm **RichBecker:** @ConversationAge Creativity is seeing from a unique perspective. That right brain stuff is the boundaries we do it in. #kaizenblog
- 4:41 pm **markchidwick:** Too True. Children are so imaginative. RT @tomasacker: Childlike brain (curious, empathic, fearless) vs. adult brain, perhaps? #kaizenblog
- 4:41 pm **GetResults:** RT @bcoelho2000: There R many things in life that will catch UR eye, but only a few will catch UR heart..pursue those. - M Nolan #kaizenblog
- 4:41 pm **jpearlstein:** @amercleveland agreed. #kaizenblog
- 4:42 pm **GetResults:** RT @bcoelho2000: There R many things in life that will catch UR eye, only a few will catch UR heart..pursue those. - M Nolan #kaizenblog
- 4:42 pm **ConversationAge:** RT @RichBecker: Creativity is seeing from a unique perspective. That right brain stuff is the boundaries we do it in. #kaizenblog
- 4:44 pm **markchidwick:** Gotta b careful to avoid groupthing - kills creativity - RT @joey\_strawn: @markchidwick brainstorming with a group .. rewarding, #kaizenblog
- 4:44 pm **3keyscoach:** Did anyone see this TED video w/ Ken Robinson about creativity? <http://ht.ly/20IPJ> #kaizenblog
- 4:45 pm **LauraLCrum:** RT @jeanniecw: My favorite way to get creative answers to problems is to ask "Why has it always been done that way?" #kaizenblog
- 4:45 pm **joey\_strawn:** @markchidwick a very good point, that's why I like to know and trust everyone that's there, you build that relationship #kaizenblog
- 4:45 pm **CASUDI:** @3keyscoach A-2 Get to work, be curious, be innovative, try things out many) and make some (most) work #kaizenblog
- 4:46 pm **ConversationAge:** Q3: How is the application of creativity the same/different in the 21st century? #kaizenblog
- 4:46 pm **3keyscoach:** I think I'm back so I'll tweet Q3-How is the application of creativity the same/different in the 21st century? #kaizenblog

- 4:46 pm **sanchezjb:** RT @3keyscoach Did anyone see this TED video w/ Ken Robinson about creativity? <http://ht.ly/20IPJ> #kaizenblog
- 4:46 pm **joey\_strawn:** some of my best creative moments have come from my biggest "mistakes", don't be too quick to judge what you create #kaizenblog
- 4:46 pm **LauraLCrum:** @jeanniecw And also, what biases are there to be explored/exploded in that? #kaizenblog
- 4:47 pm **GetResults:** Most new prod dev / innov corp groups we've worked w use these filters to eval new ideas - "can we make it?" & "can we sell it?" #kaizenblog
- 4:47 pm **ambercleveland:** Creativity in the 21st cent. is different b/c we have more tools, also same b/c we push our boundaries just like those b4 #kaizenblog
- 4:47 pm **jpearlstein:** @3keyscoach it is the same. you have to be creative faster #kaizenblog
- 4:59 pm **LauraLCrum:** @ConversationAge Yes, but some people are wired/trained/socialized for one better dominance and collaboration balances out #kaizenblog
- 4:59 pm **RichBecker:** Creativity today isn't all that different from Iron Chef. Limited ingredients often make for more interesting dishes. #kaizenblog
- 5:00 pm **ConversationAge:** @ambercleveland thank you for participating #kaizenblog
- 5:00 pm **tomasacker:** "Why is a raven like a writing desk?" If you throw them both out a window, they'll eventually land on the ground. #kaizenblog
- 5:00 pm **GetResults:** RT @CASUDI: RT@davidweinfeld rise of creative tech shows demand 4 creative technology solutions, make consumers' lives easier #kaizenblog
- 5:00 pm **tomasacker:** Got to run too. Thanks everyone for another fantastic exchange! #kaizenblog
- 5:00 pm **3keyscoach:** Will write recap over weekend. Lots of great tweets I couldn't RT. :( #kaizenblog
- 5:01 pm **pushingsocial:** In the Whole Mind World - Management = Knowing how to inspire creativity and how to get the heck out of the way #kaizenblog
- 5:01 pm **markchidwick:** Yes Often u need to b hungry RT @CASUDI: @GetResults unlimited budget does not always make the best space for creativity ... #kaizenblog
- 5:01 pm **3keyscoach:** RT @RichBecker: Creativity today isn't that different from Iron Chef. Limited ingredients often make 4 more interesting dishes #kaizenblog
- 5:01 pm **CASUDI:** @GetResults that's not the kind of entrepreneurial gambling where I pick the odds ~try a goof biz model instead. #kaizenblog cc@LauraLCrum
- 5:02 pm **davidweinfeld:** Technology innovations are measured against the creative solutions they foster. Creative uses of technology drive innovation. #kaizenblog

- 5:02 pm **IvanHernandez\_**: RT @ConversationAge: RT @tomasacker: 21st century issues require 21st century lens. Most still using 20th century lens., even with new tech. #kaizenblog
- 5:02 pm **markchidwick**: RT @pushingsocial: In the Whole Mind World - Management=Knowing how to inspire creativity and how to get the heck out of the way #kaizenblog
- 5:02 pm **3keyscoach**: Thank you everyone for carrying on convo! Hopefully next week Twitter will behave better. #kaizenblog
- 5:02 pm **GetResults**: @CASUDI @LauraCrum - Yes, but you put it out there and I couldn't resist upping the ante :) #kaizenblog
- 5:03 pm **LauraLCrum**: @CASUDI bummer. could have been a good story. #kaizenblog
- 5:03 pm **CASUDI**: @bcoelho2000 failing is def an ingredient for creativity ~ too much fear of failure NO creativity #kaizenblog
- 5:03 pm **GetResults**: @3keyscoach and you are optimistic about herding cats, too? #kaizenblog
- 5:03 pm **tomasacker**: "Why is a raven like a writing desk?" If you throw them out a window, they'll eventually both land on the ground. #kaizenblog
- 5:04 pm **3keyscoach**: @GetResults Well, yes, I am. Love herding cats! LOL #kaizenblog
- 5:04 pm **jeanniecw**: For me, too! RT @3keyscoach: Thank you everyone for carrying on convo! Hopefully next week Twitter will behave better. #kaizenblog
- 5:05 pm **3keyscoach**: Thanks as always to terrific co-host and founder of this chat @ConversationAge. If you are not following her, well worth it! #FF #kaizenblog
- 5:05 pm **jpearlstein**: hopefully twitter can handle both the #worldcup and #kaizenblog
- 5:05 pm **RichBecker**: RT @3keyscoach: Thanks as always to terrific co-host and founder of this chat @ConversationAge. If you are not following her, well worth it! #FF #kaizenblog
- 5:05 pm **LauraLCrum**: must run, but I love the food for thought. Thanks! @ConversationAge @GetResults @jeanniecw @3keyscoach @CASUDI #kaizenblog
- 5:06 pm **soumyapr**: RT @jpearlstein: hopefully twitter can handle both the #worldcup and #kaizenblog
- 5:06 pm **CASUDI**: Got to leave ~ CALL- time to heard cats creatively #kaizenblog TY all for CONVO & RT ~ cheers
- 5:07 pm **ConversationAge**: @LauraLCrum thank you for joining in and have a wonderful weekend #kaizenblog
- 5:07 pm **3keyscoach**: My tweeting is severely limited so goodbye, have a good weekend! Til next week! #kaizenblog
- 5:07 pm **GetResults**: Thnx 4 Rt's & shout outs 2: @LauraCrum, @mobileandy, @SherylRoush, @3keyscoach, @phototakeouter, @bcoelho2000, @CASUDI on #kaizenblog
- 5:08 pm **jpearlstein**: thanks everyone for a great Friday chat #kaizenblog

- 5:08 pm **GetResults:** Thanks to @ConversationAge and @3keys coach for today's lively discussion leadership here on #kaizenblog
- 5:09 pm **bcoelho2000:** Great conversation about creativity at #kaizenblog Thank you all for sharing your knowledge!
- 5:09 pm **patarnold826:** RT @jeanniecw: My favorite way to get creative answers to problems is to ask "Why has it always been done that way?" #kaizenblog
- 5:09 pm **alchemize:** @pushingsocial on how managers can foster creativity: provide the What and let team figure out HOW. #kaizenblog
- 5:11 pm **alchemize:** @RichBecker Yes, creativity like design solutions emerge from having constraints #kaizenblog
- 5:12 pm **bcoelho2000:** Thank you #kaizenblog @jpearlstein @mobileandy @CASUDI @Nandour @markchidwick @GetResults
- 5:14 pm **alchemize:** If you have always done it that way, it is probably wrong.? Charles Kettering, US inventor #kaizenblog

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