



LEADERCAST

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Executive Summary

Imagination is the ability to bring into mind things that are not present. It is quintessentially human. When you have an imagination, you can enter the mindset of other people, you can enjoy the past, and you can anticipate the future. You can't predict the future – it's too complicated.

I just wrote a book called *The Element*. It is based on the premise that most people don't enjoy the work they do or the lives they lead. To be in your element, you are doing something for which you have a natural aptitude or capacity and you love it. If you love what you're good at, you never have to work again.

Some CEO's were asked about the top issues facing their organizations. They said they were:

- How do you deal with the complexity of the world?
- How do you run organizations that are adaptable to the rate of change?
- How do you run organizations that promote and cultivate creativity?

Imagination is a natural gift, but most adults think they are not creative. Children are born with immense creative capacities. Many of us lose them as we get older, but they are the greatest resource available to an organization.

We are living now in revolutionary times. Technology and the growth in the world's population are two things that haven't been issues in previous generations. Most of these unprecedented challenges we are facing have been created by human beings.

There are three key terms:

- Imagination – the ability to bring into mind things that are not present
- Creativity – the process of putting ideas into practice
- Innovation – putting great ideas into practice

Here are misconceptions about creativity:

#1 – We are not all creative. | Reality: We ARE all creative.

#2 – Creativity is just about ideas. | Reality: You can be creative about anything.

#3 – There is nothing you can do about your level of creativity. | Reality: You can do many things to make a creative culture.

Creativity and innovation are fundamental factors for every issue on earth. We need to invest systematically to make our society more creative. Being a creative leader is the greatest challenge we are facing today. We can't predict the future. But when we invest in our creative powers, we can anticipate the future and help create it.

ACTION ITEMS:

- ❖ What misconceptions about creativity have you bought into? Start to reframe your thinking about your creativity by replacing these misconceptions with truth.
- ❖ Discuss with your team: How can we invest in our creative powers? What would help you to grow in your creativity?