

## Leadership Development Podcast ThoughtSheet

# Creativity & Innovation

### Interview with Dr. Ronald Zaccari, Part One

#### Terms Defined

While some creative work is done for no reason other than the creator's personal fulfillment, innovation is creativity aimed at solving problems and adding value to a specific product, process, or mindset. The creative process is an intentional progression of thoughts and actions that take an idea from a raw concept to its final form.

#### Overview

In Part One of Dr. Zaccari's interview, he describes the environment his parents and teachers provided around him to help develop his experience and comfort with the creative process. He also describes how this upbringing has helped him conquer what he sees as the biggest danger to success in organizations: complacency—resistance to engage in the creative process due to fear of risk and/or underdeveloped “creative muscles.”



Please listen to the Alongside Podcast before you continue.

**Creativity & Leadership • Dr. Zaccari Pt. 1 (15:00min)**

**1. Are *creativity* and *innovative thinking* attributes that you value and expect among team members in your organization? If so, do you believe your company's policies and practices and expectations **clearly** state and support this expectation?**




**2. In organizations where creativity and innovation are lacking, beliefs similar to these may be common:**

- “I’m not really a creative or innovative person—I leave that to the artist types...”
- “Those brainstorming sessions never really change anything, and if so, the changes don’t last for long...”
- “Around here, taking risks can cost you your job—it’s better to just lay low...”

How, if at all, does some form of these beliefs show up among people you work with, including yourself?




What at-home and in-school experiences did Dr. Zaccari share that could be translated over to an organization like yours to conquer complacency and increase innovation?




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### 3. Imagine discovering and applying innovations to:

- the way you improve interactions with your customers
- the way you improve deals and transactions with your suppliers
- the way your finance department keeps the team up to date on budgeting and spending
- the way you simplify your client fulfillment process
- the way you train your team members to meet standards and coach them to exceed standards

Write down any ideas that come to mind.



In our next discussion we discuss ways for leaders to cultivate innovative thinking.

## Creativity & Leadership • Dr. Zaccari Pt. 2 (22:00min)

**These ideas are worth bringing to life in your organization, and we can help.**



- ✓ Schedule an individual professional development session
- ✓ Schedule a professional development session for your team
- ✓ Schedule a virtual one-day workshop

Visit **enaycoaching.com** to schedule a plan that works for your team.