

Using Strategy To Boost Creative and Innovative Thinking

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What do you consider are your strategic leadership skills?



Pet Shop Wars!!!



What is Strategy?

Excellence

Vision

Best Practice

Action

Innovation

Partnering/Mergers

Agility/Flexibility

Internet

Quality

Novelty

Restructuring

Strategy is...

1. "...what distinguishes you from your rivals."
2. "...something that can't be copied."
3. "...what leads to superior, long term return on investment!" (ROI)
4. "...what your competitors can't do!"

What is Strategy?

It's what your competitors can't do!

Who Has This Strategy?

1. A bohemian place where you can come to relax.
2. You can stay as long as you want without anyone bothering you.
3. It's trendy to hold one of their products.
4. They play music.
5. They serve coffee.

Pet Shop Wars!!!

Part II



What is unique value?

To enhance the competitiveness of
an organization or function

Strategy + Value = Advantage



Who Provides This Value?

1. We provide a variety of tools to help businesses.
2. Our goal is to make it as easy as possible for you to find the information you need and get the things you need to do done.
3. We build products that we hope will make the web better.
4. Larry Page, Google co-founder, once described the “perfect search engine” as something that “understands exactly what you mean and **gives you back exactly what you want.**”

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Part III



Creativity is...

1. "...the capability or act of conceiving something original or unusual."
2. "...about unleashing the potential of the mind to conceive new ideas."
3. "...an "internal word," subjective, and hard to measure."
4. "...murkier, an inward journey, not outward."

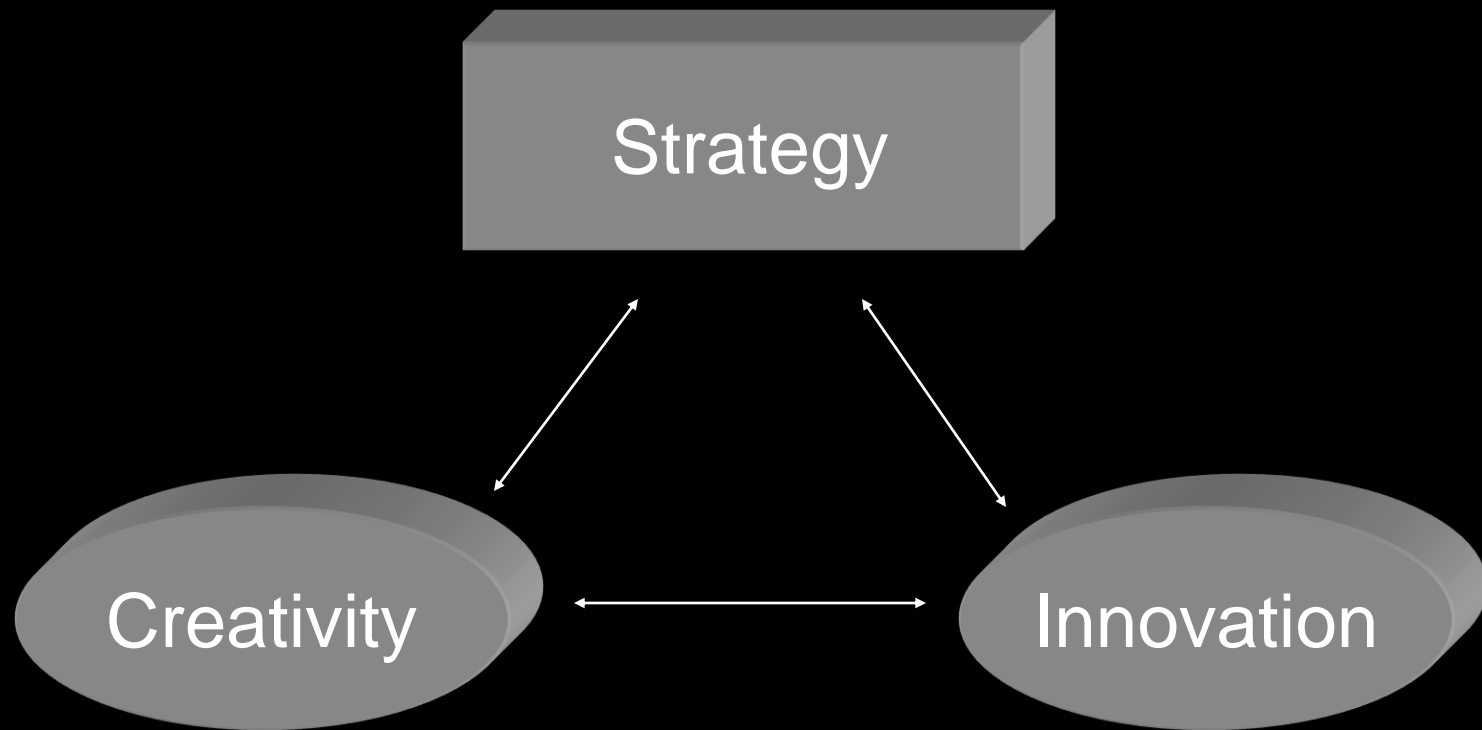
Innovation is...

1. “...the implementation of something new.”
2. “...completely measurable.”
3. “...about introducing change into relatively stable systems.”
4. “...an “external” word and concerned with the work required to make an idea viable.”

Creativity = Ideas + Value
Innovation = Creativity + Action

Applying Creativity and Innovation to a
Business Environment is Strategy

Good Strategy Improves Creativity and Innovation



*Good Creativity and
Innovation Improves Strategy*

Can You Learn to be
Creative?

Yes and No

Traits, Characteristics, Features & Qualities of Effective Strategic Leaders?*

- Anticipate – gather information, predict rivals
- Challenge – several angles, diverse views
- Interpret – curiosity, open mind, others
- Decide – long term, risks, consequences
- Align – others tolerance, conflicting interests
- Learn – look at success/failure, course correct

Strategy needs new insights,
other people's ideas from
different places, to break rules,
and other industries



End of Presentation

Thank You!

Resources

Marshall, Drew. *There's A Critical Difference Between Creativity And Innovation*. Business Insider, 2013.

Porter, Michael. *The Importance of Being Strategic*. MA: Harvard Business School Publishing, 2002.

Porter, Michael. *What is Strategy?* MA: Harvard Business Review, 1996, 2000.

Porter, Michael. *Strategy and the Internet*. Harvard Business Review, 2001.