



CREATIVITY – IT’S A MATTER OF PERSPECTIVE

by Craig M. Cortello

Sometimes the lack of creativity can be the result of seeing things only from one perspective. The next time you listen to a song on the radio, pick out one instrument and listen only for that sound, or listen only for the background vocals. If you go to baseball games often, try different seats on occasion to see a whole new ball game. If football's your game, next time key in on a player without the ball like a free safety or an offensive guard. When visiting an art museum, look at a painting close up, and then view the piece again from across the room.

How does this apply to business creativity, you might ask? We all know the platitude that it's important to see things from the customer's perspective, but we lose sight of that concept so easily day to day. There are countless examples of business blunders that could have been avoided, had companies really lived by that motto. It's more than just the customer.

How many people must a product designer, let's say of commercial lighting fixtures for example, consider? - factory workers, parts purchasing agents, electricians, installers, end-users, interior decorators, maintenance personnel, safety engineers, retailers, general contractors...

Opportunities for improvement can usually be found in identifying and addressing the problems of your customers - of all your customers - internal and external to your organization. Therefore communication is once again the key. When you feel stagnant in your work or in your organization, find ways to facilitate discussion among all stakeholders, which will allow them to see things from each other's perspective.



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ABOUT THE AUTHOR:

Craig Cortello is the President and founder of La Dolce Vita Enterprises, a consulting and training firm that assists companies in creating productive and imaginative work environments that encourage innovative business solutions. He is also the National Sales Manager of Trinity Consultants, a nationwide environmental consulting firm, an author, and an accomplished musician. He credits much of his success in the business world to his creative spirit that was cultivated through exposure to music and the arts.

Craig is a proud resident and native of the New Orleans metropolitan area, and a Hurricane Katrina survivor!

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