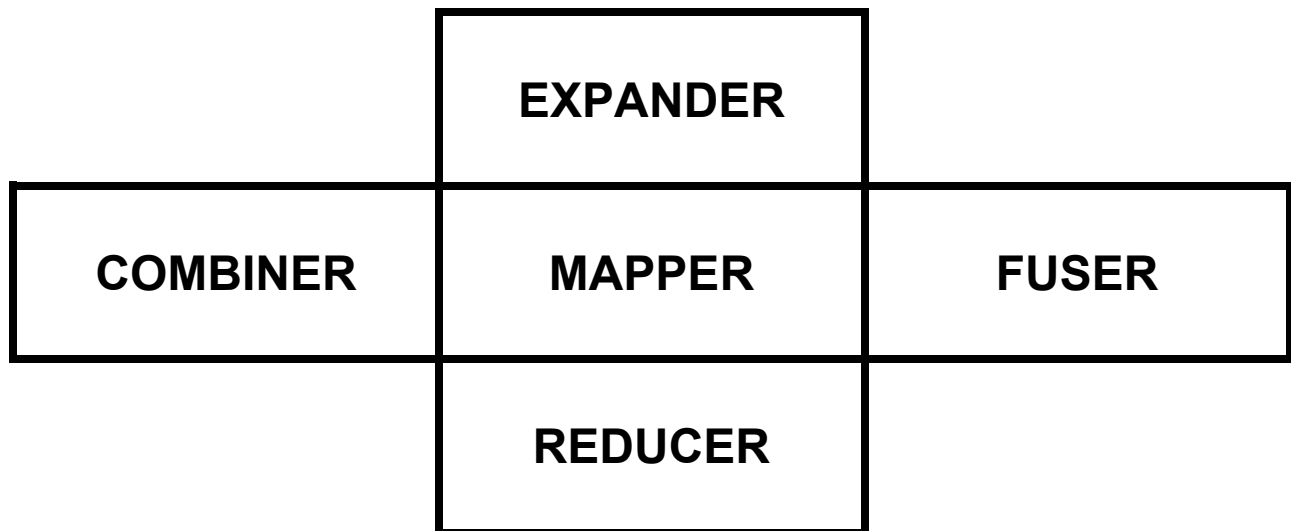


## Cultivating Creativity as A Project/Program Manager

### **REMEMBER: Our profession is fundamentally creative**

- We must **CREATIVELY** navigate from Point A to Point B, regardless of our best SCRUM board or Gantt chart.
- We must **CREATIVELY** apply and repurpose tools and techniques.
- We must **CREATIVELY** create new tools and techniques.
- We must come up with Reports and Communications that innovate – requiring **CREATIVITY**.
- We must make communication memorable – and **CREATIVITY** is our ally.

### **IDENTIFY: Your form of Creativity – so you can learn to use others.**



- **COMBINERS** – Seek to use new ideas in old combinations – but may miss the need for new combinations.
- **EXPANDERS** – Create by adding ideas onto old ones – but may lose coherence.
- **REDUCERS** – Create by removing something to see what happens – but may miss new ideas.
- **FUSERS** – Merge two or more ideas into one - but may miss simple or obvious solutions.
- **MAPPERS** – Think in metaphor, finding similarities – but might not be able to communicate them.

Steven Savage

<http://www.stevensavage.com/>

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# Cultivating Creativity as A Project/Program Manager

## **CULTIVATE: Develop creatively as a person to be a better PM and PgM**

- Learn to have fun – to relax, lower your defenses, let ideas flow.
- Have a creative outlet – writing, dancing, etc. so you make a space for creativity and give it a regular workout.
- Cultivate a passion – A book, a craft, etc. This lets you be creative while building and using skills.
- Broaden yourself – Expose yourself to new things to get new ideas on the job and off.
- Do “Braindumps” when blocked – Just write down everything you can think of on a subject to exercise your creative ability.
- Have a Brainstorm Book – write down and review ideas regularly to get in the habit of being creative, and to track ideas you want to use.

## **About The Speaker**

Steven Savage is a former engineer, having done PM work and PgM work since 2003. When not organizing things creatively, he expresses his creativity and organizational side by writing imagination tools, books, and more.

- You can find more about him at [www.StevenSavage.com](http://www.StevenSavage.com)
- You can find his books at [www.InformoTron.com](http://www.InformoTron.com)
- You can find his creative tools at [www.SeventhSanctum.com](http://www.SeventhSanctum.com)

Steven Savage

<http://www.stevensavage.com/>

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