

FOREWORD BY STEVEN HAINES
Author of The Product Manager's Desk Reference

CREATIVE STRATEGY Generation

Using Passion and Creativity
to Compose Business Strategies That
Inspire Action and Growth



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7 Steps to Creative Strategy Generation




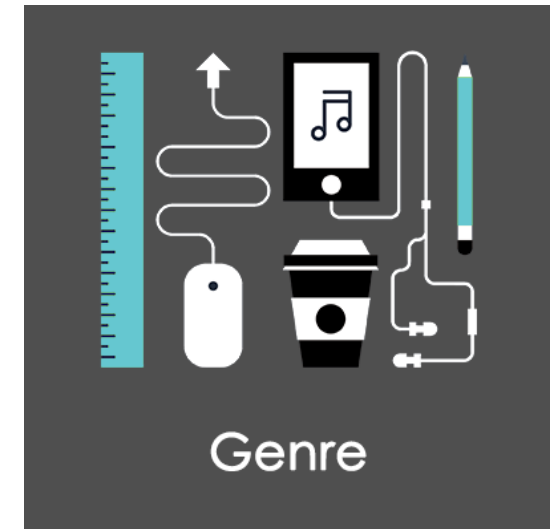
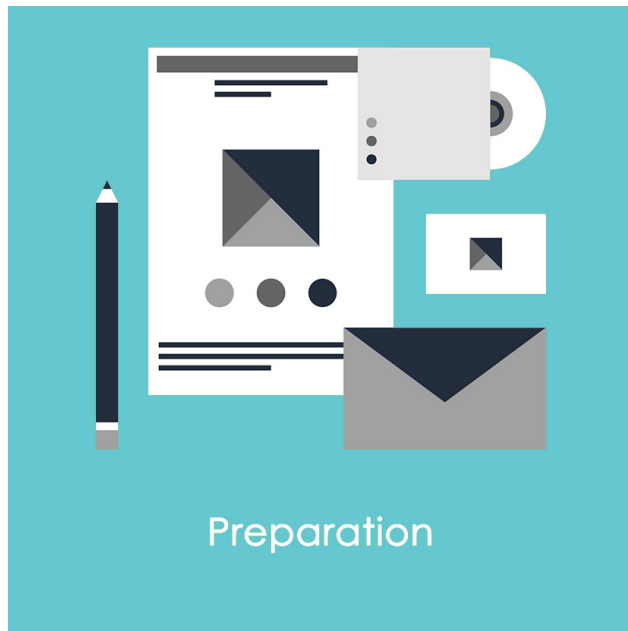
Introduction

The following document has been adapted from the book ***Creative Strategy Generation*** by Bob Caporale

GET THE BOOK

Many people do not consider themselves to be creative. If you count yourself among this group, there is a simple 7-step process that you can use to help you develop and implement creative new ideas for your product or business strategies. Although this process can vary from situation to situation, these are steps that most anyone can follow and that can be applied to business, the arts, or just about any other facet of life.





1. PREPARATION

Develop your foundational base of knowledge.

Every great idea will arise from some amount of knowledge, experience, and influence. If you are a musician, you might spend years learning your instrument, understanding music theory, and studying different musical styles. In business, your “preparation” might involve studying customers, competitors, industry trends, and your own company. Whatever the application, your creative process will start with some base of knowledge that you can use to build upon.

2. INSPIRATION

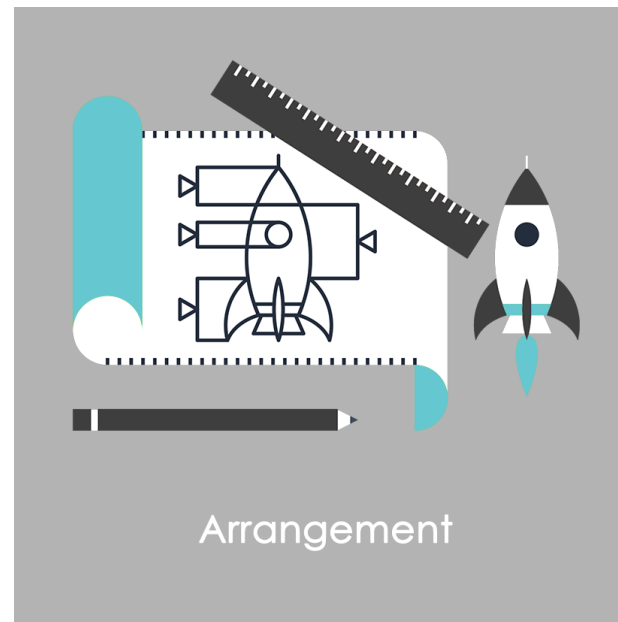
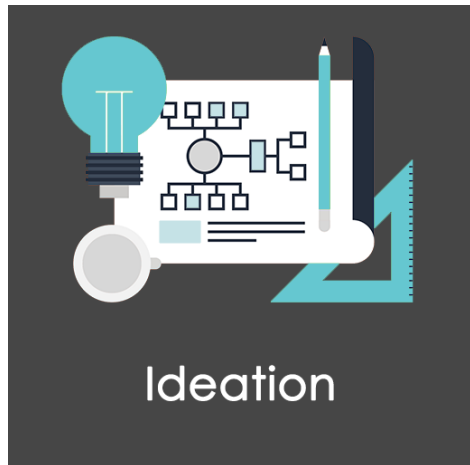
Find what drives you and what you hope to achieve.

This is the part of the process that you might think just magically appears out of thin air. But, instead, inspiration more commonly appears at the intersection of your foundational knowledge and your keen observation of the world around you. This sets up needs that you will be compelled to address, and feelings that you will be compelled to express.

3. GENRE

Understand the preferences of your target audience.

New ideas are rarely applicable to every human being on the planet. Addressing the needs of specific segments of the population is a far better approach, and understanding those needs will allow you to more directly appeal to whoever or whatever inspired you in the first place. Genre represents a market preference, which makes it an ideal descriptor for this third step.



4. IDEATION

Come up with the core ideas you want to express

Ideation forms the heart of creativity, although it is not usually where creativity begins. Instead, new ideation is almost always a response to preparing your knowledge base, finding your inspiration, and understanding your target market – even if subconsciously.

5. ARRANGEMENT

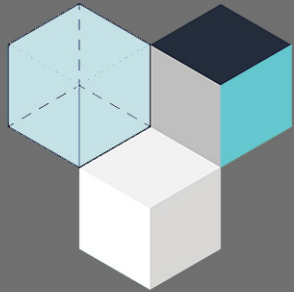
Build a story to help you express your ideas.

Creativity is more than just having new ideas. Unless you can express yourself in a way that connects with other people, your ideas will have little impact. Arranging your ideas into stories that can be told, in some form or another, will allow those ideas to be more easily conveyed, received, and understood.

6. ORCHESTRATION

Utilize other resources to help bring your ideas to life.

It is a rare case when one single, solitary person can fully bring an idea to life. More often than not, the expression of your ideas will require collaboration between different people, talents, and tools. Your job during this step will be to orchestrate these resources and ensure that they are all working together toward some common goal.



Production

7. PRODUCTION

Produce your final work of art.

The final step in the creative process is to actually execute your idea; ensuring that you produce an end product that matches your original vision, and that your original vision resonates with the audience you intended to reach. Without a final production, both your ideas and your creativity will be nothing more than concepts.

Although it may not always be obvious, creativity is actually the result of a fairly structured process, combined with healthy doses of hard work, discipline and imagination along the way. Following these seven steps makes it possible for any of us to more fully realize the creative potential that we all ultimately possess but perhaps don't always know that we have. And when you apply this process to your product or business strategies, magical things begin to happen!

Strategy Generation Company

focuses on teaching product managers and leaders how to tap into their own creativity, generate new strategic ideas, and learn the basic skills needed to succeed in strategic business environments.

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