



Navigating the Creative Process: 6 Steps to Creative Success

Steve Nubie

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Creativity and innovation are hallmarks and the heritage of the American experience. But lately, many organizations have lost their way. New ideas seem to represent more of a risk than an investment. As a result, creativity is often mismanaged or is perceived as a threat to guaranteed ROI, results, and the soft comfort of status-quo. It's an unfortunate turn of events that is addressed and corrected in Navigating the Creative Process: 6 Steps to Creative Success.

? The book outlines the need for an in-depth understanding of the factors affecting contemporary creative development on a commercial level.

? The importance of a clear and effective briefing process to clearly define problems and opportunities

? The need for a new approach to creative-team formation, and an ideation approach that is designed to create new and innovative ideas rather than preserve status-quo.

? The value of a disciplined approach to creative comments and requests for timely and often necessary revision.

? The critical step that approves and mandates an idea for continued investment, development and execution.

? The best approach for managing creative people.

The book uses the Advertising and Marketing industry as a benchmark for an effective creative process. Not because they do it right all the time, but because it is the acid-test given short time-frames, inexperienced people on both sides of the process, and the huge budgets they are required to manage.

Navigating the Creative Process is the first book to:

? Focus on the 6 steps that define the creative process and deliver action steps to enable and manage the entire process.

? Demystify the myths and misconceptions that surround creative people and their workstyle.

? Suggest specific tools and techniques at each stage of the process to make the subjective nature of creativity and innovation efficient and objective.

? Provide a new approach to team formation that is designed to find and empower solutions.

? Focus on both sides of the creative equation: the people creating the ideas and the people reviewing and approving ideas.

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