

# APPLYING LESSONS FROM “CREATIVITY INC.” TO THE LEADERSHIP SYNERGY PROGRAM

## 1. **Protect the New:** *Creativity is fragile at first*

**Insight:** New ideas are messy and unfinished. Judgement kills innovation before it starts.

### → How to Apply at AdPharm:

- Embrace the "YES, AND..." mindset to build rather than judge early ideas.
- Use DIScomfortable prompts like:
  - "What if we ignored what's always been done in this market?"
  - "I wonder what would happen if we flipped this strategy?"
- Normalize strategic stumbles as part of "DARE to IMPROVE." Gumption matters more than polish early on.

## 2. **Candor Creates Clarity:** *Feedback fuels creativity*

**Insight:** Honest, direct feedback accelerates growth & possibilitarian candor.

### → How to Apply at AdPharm:

- Reignite the Critical Friends approach (pair up monthly to give and receive truth with trust).
- Use CBCF Feedback Principles:
  - "Give it to grow, not to grade."
  - "Ask for feedback it... it shows courage."
- In team debriefs ask:
  - "What strategic idea is worth pushing further, even if it's still in rough shape?"

## 3. **Be Wrong as Fast as You Can:** *Progress requires iteration*

**Insight:** Speed > perfection. Clarity comes from small, imperfect action.

### → How to Apply at AdPharm:

- Launch Micro-Bravery Experiments to prototype new strategic directions.
- Try "Iteration Insights" in team huddles:
  - "Here's one small risk I took this week to shift out of default thinking..."
- Encourage leadership to reward gumption, not just safe excellence.

## 4. **"Change the Environment, Not the People":** *Systems shape behaviour*

**Insight:** People don't lack creativity — they're shaped by the systems they operate in.

### → How to Apply at AdPharm:

- "What in our tools, templates, or timing makes creative strategy harder than it should be?"
- Build Strategic Space: Add 15-minute "Possibility Jams" to team/client meetings.
- Adjust Boundaries so people can say "no" to urgent, but *unstrategic* requests.

## 5. **"The Hidden" is where insight lives:** *Assumptions are the enemy*

**Insight:** Our greatest limits are often invisible — default thinking we don't realize we're using.

### → How to Apply at AdPharm:

- Use the Four Rooms of Change: Move from Denial and Contentment into Renewal.
  - "What default pattern do I keep repeating — and what might I try instead?"
- Use the DIScomfortable Compass to explore bold client moves:
  - "What would our competitor never do — and should we?"