

SEEING THE ORDINARY AS EXTRAORDINARY

BY DEWITT JONES

TECHNIQUES FOR UNLOCKING YOUR CREATIVE POTENTIAL.

Creativity. It's not surprising it's the latest business buzzword. Our world is altering at an ever-quickenning pace; companies are finding that last year's solutions — even last month's solutions — are no longer relevant to today's challenges. Change is the hallmark of the 90's, and everyone is being asked to find solutions that offer something new, something different, something... creative.

And there's the rub. Because most of us simply don't think of ourselves as being creative.

For most of us, creativity is something difficult to define and even harder to implement. It is a word reserved for artists, and there is a very big difference between art and business. Art is creative; business is practical. Art is frivolous; business is serious. Art is to be indulged in only when all the 'important stuff' is done; business is the 'important stuff'. No wonder the subject of creativity sets off a palpable uneasiness in many of my audiences... "Hey, I've spent my career attending to business, now you want art as well?!"

That is, however, exactly what the times call for. Having spent my life in one creative endeavor after another, I'm convinced that we all have great creative potential within us. To begin to connect with it, we first have to define it. Let me offer a definition: creativity is the ability to see the ordinary as extraordinary.

Seeing the ordinary as extraordinary is something we've all done. We've all had those moments when we've looked at a landscape, a person, or an idea and for an instant, or a month, or the rest of our lives, felt its true uniqueness.

I don't know about you, but to me those moments are like falling in love. Falling in love, I realize this isn't a very business-like metaphor, but indulge me for a moment. Because maybe, at the base of it, that's what creativity really is... just falling in love with the world.

