

# ***Creative Change Management***



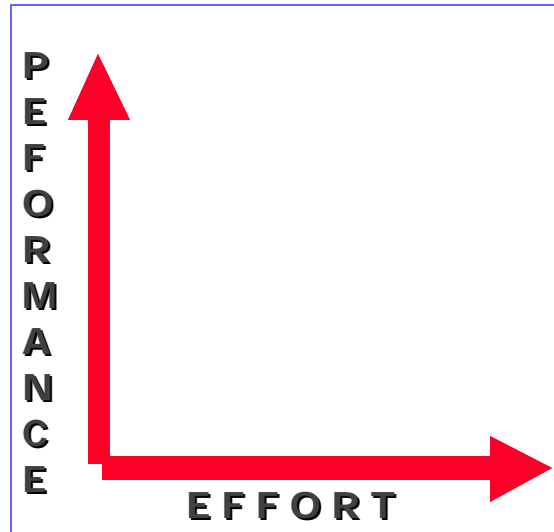
**Program by Karla Brandau, CSP  
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[www.4PeopleSkills.com](http://www.4PeopleSkills.com)**

**IFMA  
February 15, 2006**

# Making S-Curves Work for You

"When things change and new information comes into existence, it's no longer possible to solve today's problems with yesterday's solutions. Over and over again, people are finding out that what worked two years ago won't work right now. This gives them a choice. They can either bemoan the fact that things aren't as easy as they used to be, or they can use their creative abilities to find new answers, new solutions, and new ideas."

— Roger van Oech



## The Phenomenon of the S-Curve

**Write down a challenge you are facing that is new or in the start-up phase...at the BOTTOM of the S-Curve:**

**Write down a challenge you are facing that seems to be working well...in the MIDDLE of the S-Curve:**

**Write down a challenge you are facing that seems to be stagnant...at the TOP of the S-Curve:**

# Make Change & Innovation Fun!

## I. Q. TEST

Here are some real puzzlers for you!  
Decipher the hidden meaning of  
each set of words.

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# Applying Creativity Principles to Innovation

Apply the following creativity tools to one of the problems identified in your S curve exercise:

1. **Viewpoint.** What other viewpoint can you take?
2. **Alternatives.** What other alternatives can you choose?
3. **Assumptions.** What assumptions might you change?
4. **Questions.** How can you change your question?
5. **Similes and Metaphors.** Can a simile or metaphor help you with your challenge?
6. **Limericks.** Write a limerick that describes a solution to your challenge:

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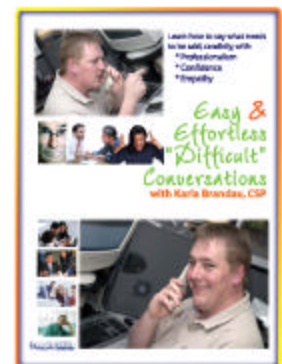
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