

Right Brain Creativity for Left Brain People – A Project Manager's Experience

PMI Fairview Park Chapter

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Agenda Topics

- What is Creativity?
- Why is Being Creative Important?
- What is the Creative Process?
- What's the personal model for Creativity?
- Tips for Enhancing Creativity – *The Code*

Definition of Creativity

When I use the term creative – I mean the ability to come up with unique ideas or information that is of personal or professional advantage...

The PMBOK does not define CREATIVITY!

Why Is Being Creative Important?

- What makes the difference between project Success and Failure?
 - Reliable Forecasting/strategic planning
 - Scope/Expectation control
 - Fostering Teamwork
 - Healthy Customer relationships
 - Anticipating Risks/Mitigation responses
 - Finding just the right solution
- **YOUR CREATIVE ABILITIES!**

We all have creative moments!

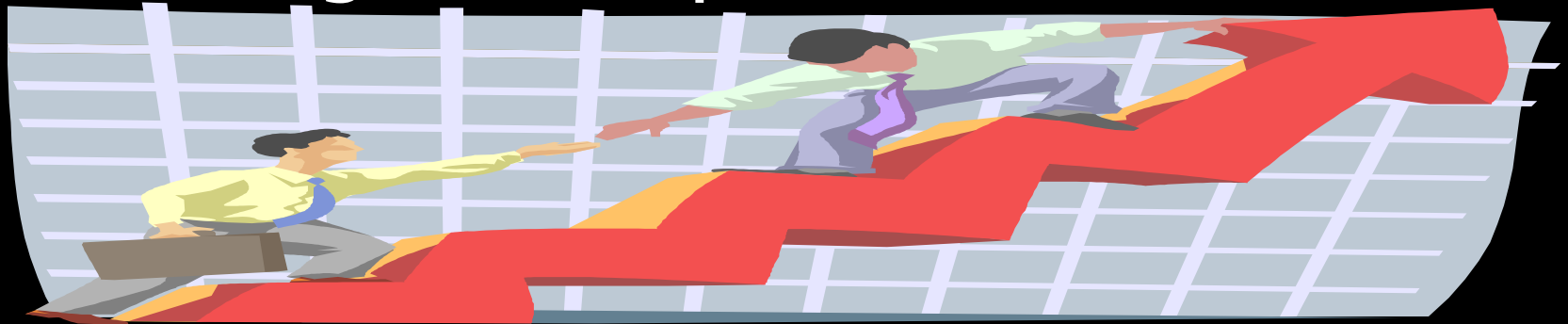
- Do you listen?
 - Day dreams
 - Inspirational flashes
 - Night dreams
 - Ideas while walking
- How can they help?
 - Visionary leadership
 - Strategic thinking
 - Forecasting/planning
 - Solving problems
 - Working with people
 - Creative writing

*If we listen & learn, creative moments can facilitate confidence in dealing with the “unknown”

Core Leadership Competencies

- Results from the Defense Systems Mgmt College Project Leadership research study (1990-1999) Dr. Owen C. Gadenken
 - Interviewed/surveyed 356 project managers
 - Major competencies of highly effective PMs
 - Core competencies determined (27)
 - Show that technical expertise was close to the bottom of the list
 - While vision, innovation and creativity were ranked higher

Climbing the Corporate Ladder



Managing	PM	Leading
Systematic thinking (7) Technical expertise (21) Attention to detail (22)	Core Competencies	Long-term perspective (2) Strategic influence (4) Innovative initiative (8)
Knowledge		Creativity (15) Relationship development (10)

Results of the DSMC Study

- “Managers with engineering and scientific backgrounds judged themselves as being deficient in interpersonal & communications skills”.

- Conclusion: “Leaders are:

- **strongly committed to a mission**
- **thrive on relationships & influence**
- **work outside their project and organizational box**
- **challenge, empower & support their people”**

Defining Left & Right Brain Functions

- Left Brain

- Analytical, data side
- Prove it to me!
- Left brained people are programmers, engineers, most project managers, “techy types”...

- Right Brain

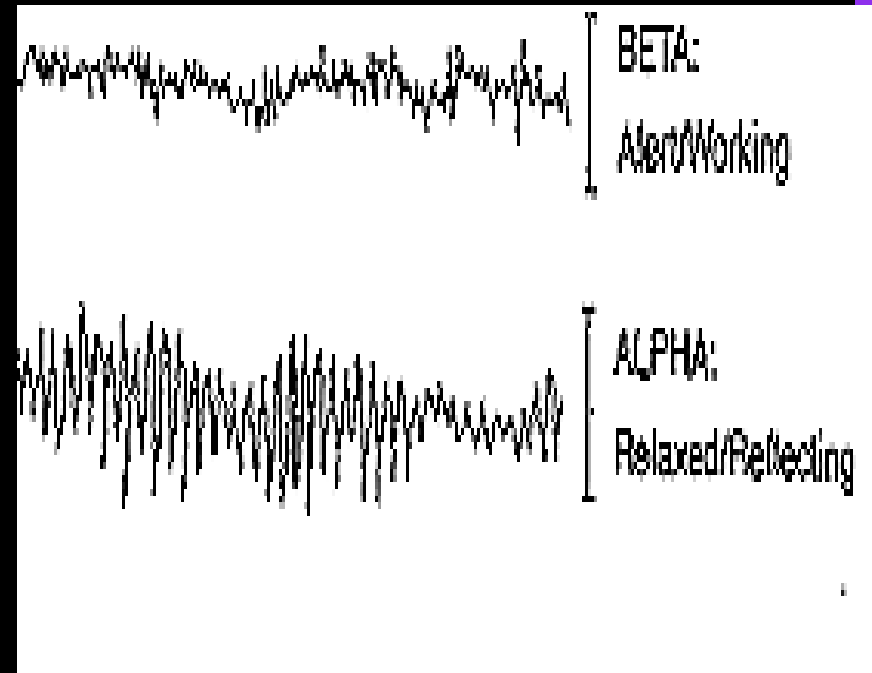
- Abstract, free flowing
- Anything is possible!
- Right-brained people are artists, musicians, dancers, writers. “free thinkers”.

- Balanced Brain

- Combining the best of both

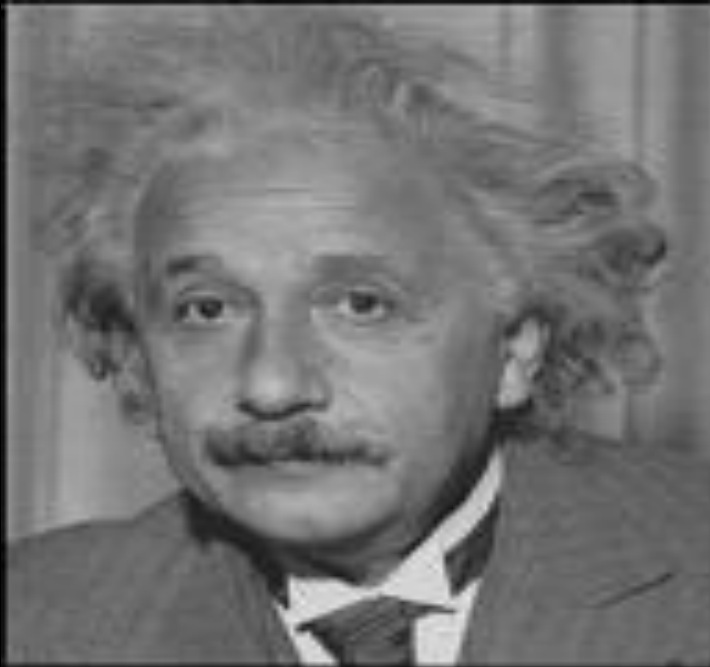
Every Day Brain Power

- Creative power improves as we slow down
- Brain wave activity
 - Beta – every day, busy, distracted state
 - Alpha – slowed down, focused & tuned in
 - To access the creative mind (Right brain)



Use this power for creative thinking/decision making

Lessons Learned: Great AH HA Moments in History



- Einstein and the Theory of Relativity
 - Retreat to quiet place
 - Departure from the “norm” of Physics
 - $E=mc^2$
 - He had to convince himself first

For more information, see *The Making of the Atom Bomb*, R. Rhoades

The Creative Process

- Analytical is logical thinking
- Creative is abstract thinking
 - It is based on the right brain
 - Remember when you were a child?
- The importance of play
 - Slow down and have fun!
 - Permission to let go of the left brain!

Play is important for the creative process!

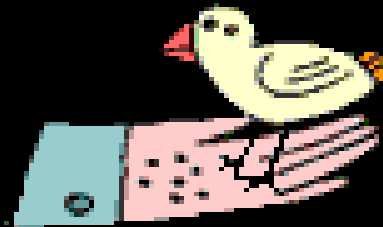
Accessing Creative Power

- Importance of PLAY
 - For relaxation
 - To move into the creative Mind
- Use of Off-sites
 - Get away from work environment
 - Facilitates renewed “vision”



Accessing Creative Power cont'd

- Methods to slow down
 - Walking in nature
 - Deep breathing
 - Meditation
 - Tai Chi
 - Yoga
- Get in touch with this inner source **and the Right Brain**
 - to access performance & creative power



Meditation does more than just relax you...
it slows you down to the point of slowing
down the aging process....

**Study quoted that a group of meditators
“were significantly younger biologically
than their chronological age.”**

*Quantum Healing: Exploring the Frontiers of Mind/ Body
Medicine;* Bantam Books, NY 1989, Deepak Chopra, MD

Creativity: *Know Thy Self*

- Think of a moment of great accomplishment (Your AH HA Moment)
 - Incredible idea
 - Solution to problem
 - Way to handle inter-personal conflict
 - Wrote great response to >>>>
- What can you remember about it?
 - What were you doing?
 - Where were you?
 - What did it feel like?

Your Personal Model of Creativity

- Alone or with another person or group
- Quiet or with background music
- The place...
- The time of day...
- The answers to these questions start to frame your personal model of creativity
- Do you need to eat first, exercise first, etc.? Routine?

Right Brain Hobbies for Creative Development

- Relaxation
- Balances the body
- Encourages “play/fun”
- Move the person into the right brain
- Facilitates creative flow

Examples:

- Creative writing
- Drawing/Art
- Playing music
- Dancing
- Gardening

The Code

The Elements of Personal Creativity

- Positive attitude
 - Empower yourself
 - Establish intent
- Balance:
 - Engage right brain/left brain(creativity/analysis)
- Discipline:
 - Training body/mind

The Elements of Personal Creativity

- Technique:
 - Relaxation methods
 - Slow down to power up creativity!
 - Awareness of inspiration
 - Ability to interpret & incorporate

Conclusion

- After all, the best part of creativity is the CREATING.
- From the vision to the reality
- From the strategy to the target
- From the problem to the solution
- After the CREATIVITY, comes REALITY!

From Creativity to Reality

Next Steps

- Pick a right brain hobby
- Practice a relaxation technique
- Gain experience with creativity
 - Awareness
 - Interpretation
 - Incorporation
- In other words, start doing **THE CODE**

Questions?

Useful Resources:

Birchard & Nichol, *The One Minute Meditator*

www.intuitive-connections.net

Institute for Intuitive Studies: www.eciis.org

Other methods:

Ray & Myers, *Creativity in Business*

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