



## SUMMARY:

At the 2017 Global Leadership Summit, creativity expert Fredrik Härén discussed the importance of creativity for leaders. In this episode of the GLS Podcast, Heather Larson interviews Bill Hybels on the techniques he uses to increase his own personal creativity as well as the ways he encourages a creative and innovative culture at Willow Creek.

## KEY TAKEAWAYS:

- An idea is when one person takes two formerly known things and combines them in a new way.
- People often paint creativity as being mystical. That's a mistake.
- Even if creativity doesn't come naturally for you, there are certain practices that help people come up with better ideas.
- In creative problem-solving, get the right people around the table and identify the problem you are trying to solve.
- If a team is stuck, the leader needs to do whatever they can to create conversation and movement.
- A large quantity of ideas often ends up improving the quality of ideas.
- Creatives at Willow pitch their ideas to Bill and the leadership team in a very tangible way.
- Even if you think a creative idea is not very good, you still have to honor the efforts of the artist.
- The more we intentionally break out of our ruts and force ourselves into new environments, the more we will increase our capacity for creativity.

## REFLECTION QUESTIONS:

1. Think about a stubborn challenge that is facing you at work right now. Name it below.
2. Reflect on the process that you are currently using to creatively solve this problem.
  - What people are working on this problem?
  - Have we clearly identified the problem we are trying to solve?
  - Are we stuck? Or are we making progress?
  - Can this problem be solved in the normal course of business—or does it possibly require focused time at an off-site location?
  - What is working about the process?
  - What is not working about the current process?
3. Based on your reflections, what one aspect of your process needs to change in order for your team to move creatively toward the right solution to your problem?

## RESOURCES MENTIONED:

New York Times, <https://www.nytimes.com/?mcubz=0>

Bob Galvin, [https://en.wikipedia.org/wiki/Bob\\_Galvin](https://en.wikipedia.org/wiki/Bob_Galvin)

Motorola, <https://www.motorola.com/us/home>

Willow Creatives, <http://www.willowcreek.org/en/about/willow-creative>

Special Friends Willow Creek Weekend Service, <http://www.willowcreek.tv/archive/special-friends>

## RELATED LINKS:

Fredrik Härén, <http://fredrikharen.com/>

Willow Creek Community Church, <http://www.willowcreek.org>

The Global Leadership Summit, <http://www.willowcreek.com/summit>