

FOCUS

Your Financial Marketing Newsletter

December 2006

Melissa Kinion, Principal
800-725-3800
MKinion@forGenesis.com

The Gift of Creativity

Big ideas come from great strategic thinkers. But even the best ideas are only as good as their implementation. So who actually takes the strategy and makes it happen? There is no single answer but chances are, your implementation team includes everyone from front line managers and their team, to lenders, to customer service representatives. And everyone who implements a strategy may have impressive ideas to make your strategies successful. This is the gift of creativity.

You might wonder what place creativity has in the regulated world of banking. You might even think that getting too creative in banking might lead to jail time! However, a focus on creativity on discovering new and better ways of doing things is essential to your success. Best of all, there is no trade-off between creativity and productivity. In fact quite the opposite is true. Here are the gifts that come with creativity:



So give the gift of a creative environment by being supportive, giving positive feedback, asking for opinions and acting on the input, recognizing people publicly for good ideas and working collaboratively with all employees.



Merry Christmas & Happy New Year from

