

creative wellspring

Creativity in Business: Corporate References

Jim Collins - Management Consultant, and Co-author of “Built to Last”

“In the last 50 years the course Creativity in Business at the Stanford Business School is the most profoundly life changing course taken by MBA graduates. If you go and talk to students who have been through the MBA program at Stanford over the last, approximately 20 years, more often than not you will have people say that far and away the most significant course they took was the Creativity in Business Course.”

“In today’s business environment increasingly we have organizational structures that not only permit, but rely on the individual seeking ways to contribute to the success of their enterprise. What this material is particularly good at is helping people find the intersection of that which they are highly capable of contributing and that which they are committed and passionate about contributing to.”

Gary Marnezi - President MGM Telecommunications Group

“I think that this course has something that no other course has and that is a track record of very successful business people taking the course at Stanford and in other companies where it really works and people come back again and again and speak highly of it.”

“I think the thing with Creativity in Business and the whole creativity course is that it stays with you. Its been 15 years since I have taken the course and not a day goes by that I don’t think about some of the things that I learned in there.”

“Your life is a journey and this will make the journey much more pleasurable. It will allow you to take some time, to stop and step back when situations are going tough and to utilize past knowledge and experience, not in the technical way but in the humanistic way.”

John Adams - Mgr. Executive Education - SUN Microsystems

“I think personal creativity is essential for sustaining yourself in a changing environment. Human nature is to keep doing the same thing that I have always been doing and just keep trying harder and harder. In order to step back and take an entirely different approach to a situation really requires one to be creative.”

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Lisa Lubniewski, Manager of Organizational Development, Clorox

“I think that this course prepares people for change, for all kinds of change not just creativity it could be any kind of change that we are talking about. I look at it like this - you can drop a system on people. You can set up a structure. You can say this is our new policy and can give them the three ring binder. But unless you implement the change at the heart and soul level it will always be a hollow change effort. You need to connect with someone’s passion. You need to make them feel the need for the change on an emotional level, and this course does it by building you from the inside out. By teaching you about yourself. By helping you to get rid of judgment. By helping you have an open mind. By helping you build up courage, and empathy for others and if you can be that kind of a person and have those kinds of skills, you can cope with any change and win.”

“I think our work here is enhanced, because I know that I would be more willing to listen to somebody with an idea and to truly consider it, and not to instantaneously judge it. Maybe to look at the person as a human being and not just as a worker. Maybe even to appreciate my colleagues more as friends, and once that bond is established and we have a real sense of community going, I think we can do anything.”

Barry Sudbury, VP Research & Development, Clorox

“As it turned out it did not have a whole to do with the latest techniques and the neatest gimmick to increase your creativity, it had a lot to do with developing the inner personal side of individuals in order for them to be more creative people. It really caused us to explore ourselves deeply, both individually and as a group. It was somewhat of an extraordinary transition, in that, not everybody had the same transition, but everybody did have a transition and was able to recognize some of the things that they personally were dealing with that was holding them back. Not only holding them back from a creativity side, but holding them back personally, in their personal lives. It was very much an experience of life.”

“I will tell you that everybody has lots of priorities and the priority of leadership is to lead. So how are you going to lead your group, how are you going to lead your department or division into what is waiting on the other side of the millennium. You are not going to do it, and you are not going to be prepared, by doing the same things you are doing today. You are going to have to be open to new things and this will definitely help you to be open. It does take time there is no doubt about it. I would challenge you by saying, if you don’t have time for this, then what else are you doing to help you and your people prepare for what is coming?”