

QUOTES TO **INSPIRE CREATIVITY** IN YOUR BUSINESS

Print out and cut out these quote cards—you can keep one in your wallet/back-pocket, you can use them as conversation-starters by having a bowl full of them on your desk or in meeting rooms, or you could pin them up around your workspace to challenge yourself to think creatively when you hit a wall.

“CREATIVITY IS THE POWER TO REJECT THE PAST, TO CHANGE THE STATUS QUO AND TO SEEK NEW POTENTIAL. SIMPLY PUT, ASIDE FROM USING ONE’S IMAGINATION—PERHAPS MORE IMPORTANTLY—CREATIVITY IS THE POWER TO ACT.” —AI WEIWEI, CHINESE ARTIST AND ACTIVIST

“CREATIVITY INVOLVES TWO PROCESSES: THINKING, THEN PRODUCING... IF YOU HAVE IDEAS BUT DON’T ACT ON THEM, YOU ARE IMAGINATIVE BUT NOT CREATIVE.”—LINDA NAIMAN, CORPORATE ALCHEMIST

“WHEN WE ENGAGE IN WHAT WE ARE NATURALLY SUITED TO DO, OUR WORK TAKES ON THE QUALITY OF PLAY, AND IT IS PLAY THAT STIMULATES CREATIVITY.”

—LINDA NAIMAN, CORPORATE ALCHEMIST

“IT IS BETTER TO HAVE ENOUGH IDEAS FOR SOME OF THEM TO BE WRONG THAN TO BE ALWAYS RIGHT BY HAVING NO IDEAS AT ALL.” —EDWARD DE BONO, AUTHOR

“PLAY WIDENS THE HALLS. WORK WILL ALWAYS BE WITH US, AND MANY WORKS ARE WORTHY. BUT THE WORTHIEST WORKS OF ALL OFTEN REFLECT AN ARTFUL CREATIVITY THAT LOOKS MORE LIKE PLAY THAN WORK.” —JAMES OGILVY, LANDSCAPE DESIGNER

“THE DIFFICULTY LIES NOT SO MUCH IN DEVELOPING NEW IDEAS AS IN ESCAPING FROM OLD ONES.”

—JOHN MAYNARD KEYNES, BRITISH ECONOMIST

“THE THING WE FEAR MOST IN ORGANIZATIONS—FLUCTUATIONS, DISTURBANCES, IMBALANCES—ARE THE PRIMARY SOURCES OF CREATIVITY.”

—MEG WHEATLEY, MANAGEMENT CONSULTANT AND WRITER

“YOU CAN’T USE UP CREATIVITY. THE MORE YOU USE, THE MORE YOU HAVE.”

—MAYA ANGELOU, POET

“CREATIVITY IS ONE OF THE LAST REMAINING LEGAL WAYS OF GAINING AN UNFAIR ADVANTAGE OVER THE COMPETITION.”

—ED MCCABE, ADVERTISING EXECUTIVE

“VULNERABILITY IS THE BIRTHPLACE OF INNOVATION, CREATIVITY AND CHANGE.”

—BRENÉ BROWN, PROFESSOR AND AUTHOR