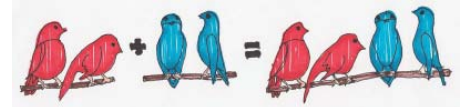


Fusing Creativity and Analytics

Psychologists have long theorized about left-brain and right-brain dominance, saying our left-brain is more logical, analytical and objective, while our right-brain is more imaginative, intuitive, and subjective.

This battle of the brains has always been a fascination of mine, even as a young child. While my friends were out riding bikes and jumping rope, I was writing math books. Yes, I loved math books. They tapped into the analytical part of my brain with its basic fact elements like, $2 + 2 = 4$. But it also inspired my creativity as I sketched the math facts in images.



2 Red Birds + 2 Blue Bird = 4 Birds

Creating story problems was the ultimate brain rush! It was perfection – analytical facts and problem solving wrapped in an inspiring, creative story that formed a mental image. I was alive! Writing math books evoked powerful new thinking, fusing my love of creating with my appreciation for logic.

I carried this fascination with me during college, enrolling in art and engineering courses and eventually earning a degree in design. For the next 25 years I enjoyed the convergence of analytics and creativity as a designer, and eventually a co-owner of a 60-person architectural firm.

While the fusion of left-brain and right-brain thinking excited me, I realized it didn't come easily for everyone, and even less so for organizations. The more I worked with individuals and organizations on their architectural needs, the more I saw their struggle to unleash their creative thinking and integrate it with their analytical thinking to produce meaningful new outcomes.

I began to see that businesses are stuck. They rely too heavily on their analytical strengths. The logical belief, "This is how we've always done it, and it's worked, so we're going to keep doing it," invades organizations around the world. Leaders and managers lean on the seemingly safe path of logical and analytical thinking, downplaying the value of creativity and intuition. Yet, these limiting beliefs cause organizations to get stuck, as they struggle to conceive new ideas and produce meaningful new results.

This is why Infinium was born, to infuse a heavy dose of creativity into organizations that rely too heavily on their strength of analytical thinking. Today, the Infinium team relishes in opportunities to unleash the untapped wealth of creative brilliance and innovation capability within organizations.

Combined thinking builds great organizations.

In 2010, IBM released a global CEO study based on the feedback of over 1,500 chief executive officers from 60 countries and 33 industries worldwide. CEOs agreed, "More than rigor, management discipline, integrity or even vision – successfully navigating an increasing complex world will require creativity."

Previously considered a "nice-to-have," today, creativity and innovation are crucial elements for future success. Organizations must build them as core competencies to ignite new thinking, spark new solutions and energize momentum. Ultimately, it is what sets your company apart from the competition.

Through creativity and innovation, your organization perceives the world in new ways to find hidden patterns, to make connections between the seemingly unrelated, and to generate new customer-centric solutions. As a result, your organization expands its intellectual capital and magnifies its ability to meet the challenges and opportunities presented by a constantly changing business environment.

Bottom line: creativity and innovation build competitive advantage. But it requires a convergence of left-brain *and* right-brain, not one or the other. You must integrate your thinking to expand your organization's ability to create new visions and strategies, products and services, improve processes, and enter new markets.

What will you do today to fuse your creative and analytical thinking?