Deliberate Creativity for Innovation
Creating game-changing ideas is not impossible. It’s just a lot harder than it looks.

In theory, innovation seems simple. It starts with a creative breakthrough and ends with a bottom-line benefit. In reality, innovation requires rigorous mental training and well-coordinated team efforts. How to achieve that end remains a mystery to thousands of organizations who mention innovation in their mission statements, but lack formal programs to develop innovation.
Creativity is the crucial ‘front end’ of the innovation process.

— Amabile, Burnside, Gryskiewicz

“Creativity” gets a bad rap in many organizations. It can be disruptive and distracting. Managers learn to discourage it. Yet innovation is fueled by the creative ideas of individuals and teams.

Everyone has the power to create new and better solutions. You can augment that power with research-based tools, language and process and give people deliberate access to their most powerful thinking.

The challenge many face is they don’t believe they are creative. They can’t see themselves contributing to an “innovation” effort. But learning to encourage, develop and engage creativity has an electrifying effect on team productivity and organizational performance. People stop thinking “I’m not creative,” and start thinking “What’s my creative contribution? How can I add value? Where might I improve what we’re doing? And streamline the way we do it?”
FourSight provides insight, understanding and a deliberate process for creative problem solving.

Based on validated academic research, FourSight believes the following: 1) everybody is creative in some way, 2) creative thinking skills can be taught, 3) training people to think more creatively yields better ideas and stronger solutions.

Our beliefs drove the development of a suite of innovation tools that address:

1. Mindset
   Discover what kind of thinker you are with the FourSight Thinking Profile.

2. Tool Set
   Give people a common language, tool set and process so they can align their thinking.

3. Skill Set
   Help teams cultivate their problem-solving capacity to tackle real business issues.

Shot on location during a FourSight Facilitator certification.
Discover your own problem-solving profile.

Since 2003, FourSight has published tools that offer an access point to innovation. The FourSight Thinking Profile, an assessment which enables individuals to learn the language innovation by revealing their signature thinking style in the universal 4-step creative problem solving process—clarify, ideate, develop and implement—is the starting point.

FourSight’s author Gerard Puccio, Ph.D., is the Director of the International Center for Studies in Creativity at the State University of New York, and FourSight’s creative problem-solving model draws from more than 60 years of research in critical and creative thinking.

The FourSight Thinking Profile has been field tested by more than 50,000 people and is available in seven languages.

Your FourSight Thinking Profile shows where you gain and lose energy as you move through the stages of the creative problem solving process that leads to innovation.
“FourSight helped us collectively apply our very diverse creative styles to accomplish our goals more effectively than we ever could have done individually. We were able to collectively harness the creative power of our organization.”

President, West Valley Nuclear Services Company
FourSight: where personal preference meets creative process.

In a world seeking competitive advantage, FourSight offers a proven method to help people align their thinking for better, faster results because FourSight tools transform how people think.

FourSight’s four-step process—clarify, ideate, develop and implement—is both universal and instinctive. Intuitive language and appealing visuals make it “sticky” for groups and organizations who want to transform the way people work together to solve problems. The simplicity and flexibility of FourSight allows it to play well with other models and assessments, so FourSight can function as a catalyst to existing approaches.

FourSight tools are simple, easy to teach, learn and apply. And their impact on creative thinking and sustainable innovation is substantial.

Photo by Doug Haight. Shot on location at Northwestern University Kellogg School of Business.
“I can see myself using these tools in the future for all kinds of issues because they are simple, but very powerful. Nothing I have ever used in business school or in a Fortune 500 company has approached the usefulness of this.”

Manager, Xerox Corporation
FourSight teams are guided by awareness.

Research at IBM showed that teams who use the FourSight assessment and process outperform other types of innovation teams. The secret to sustaining innovation appears to be the unique FourSight combination of “personal awareness” and “process awareness.”

FourSight teaches teams the value of working through all four essential stages of the creative process—clarify, ideate, develop and implement. With FourSight feedback, teams can identify the specific skills they need to develop though training. Team members who take the assessment and learn the four-step problem-solving process approach problems more deliberately—and effectively.

Tools like the FourSight Group Profile show teams where they are likely to put their energy when faced with a challenge. With training and awareness, even unbalanced teams can consistently succeed.

Study conducted by Dr. Casimir DeCuasitis, IBM master inventor with over 70 patents and co-leader of the IBM Academy of Technology study, “Innovation Ecosystems.” Originally published in Creativity and Innovation Management, Vol 17, No 2, 2008.

Photo by Doug Haight. Shot on location at Northwestern University Kellogg School of Business.
"The net payoff of using FourSight and the accompanying tools is increased capacity for individuals and teams tasked with solving complex organizational challenges."

Manager, Center for Creative Leadership
FourSight serves some of the world’s largest—and smallest—organizations.

As featured in the New York Times and Fast Company, FourSight has proven its effectiveness in some of the largest—and smallest—organizations in the world. How fortunate for them.

Go to foursightonline.com/ClientStories to learn more.

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Bank • Vodafone • Waterlution • Xerox •
Yum!

Shot on location during a FourSight facilitator certification.
Creating a cultural of innovation takes time. It also requires structure, understanding, and resilience in the face of failure. But the marketplace of ideas waits for no one. It wants what’s next now.

FourSight is proven to help a variety of leaders, managers, and facilitators, and educators discover the upside of innovation today.

Before
- A culture of distrust
- A lack of creativity
- No proven innovation process
- No common language for innovation
- Little respect for teammates’ strengths & weaknesses
- No ways to get unstuck

After
- Teams are more effective & innovative
- Better solutions for customers
- People work more collaboratively and with mutual respect
- Employees are more invested and productive
- Pipelines open for new products
- Problem solving insights improve strategic planning

Photo by Doug Haight. Shot on location at Northwestern University Kellogg School of Business.
Simply put, FourSight helps teams perform better.