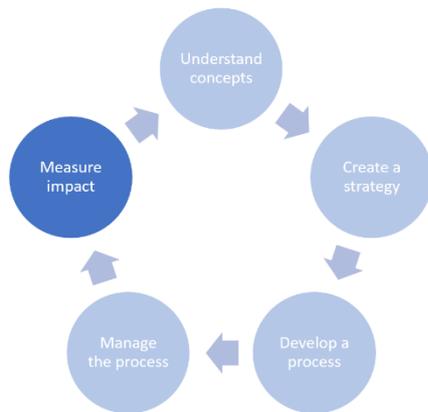


Measure Impact of Creativity Process



The final step of the process is to measure the impact that your Creative Management Strategy is having. You should consider this step when you are writing your strategy and determine some measures which you will use to gauge the success or otherwise of your initiatives bearing in mind that they may take some time to show results. You can check your progress against your measures to make sure that your objectives are progressing. Make sure that your measures meet the following criteria. Ask yourself, are they:

Quantifiable: Make sure your measures are objective (based on statistical fact) and not subjective (based on instinct or “gut feel”).

Understandable: Your measures should be easily understandable to everyone in the business. Consider using Easy-to-read charts and graphs that can be quickly understood.

Actionable: You don’t want to choose measures you can’t impact. It’s important that your employees feel they can influence the measure through normal work or specific projects you put in place.

Repeatable: You need the measure to be useful more than once. You should be able to track progress on the measure over time, so you can analyse critical trends.

Timely: At the very least, strategic measures should be looked at annually, and at the most, monthly. Any time frame longer than that makes it difficult to tie the measure in with your strategic plan.

Another way to measure the impact of your efforts is to re-use the Creativity Scorecard we recommended to assess your initial position and see what changes have occurred. It will help you to identify gaps between your current and desired performance and enable you to identify where successful strategies can be further exploited and pinpoint where problems, or potential, problems lie. Furthermore, it will provide the necessary information that can be used to develop action plans to improve performance as you move forward with your creative organisation.

When setting your objectives for measurement you could ask yourself if creativity had led to any of the following:

- Increased sales?
- Improved operations?
- An increase in market share?
- An increase in customer satisfaction?
- An increase in employee satisfaction?
- Any other relevant goal.