



DO LEADERS HAVE TO BE CREATIVE?

In my life I wore many hats including head of Marketing for Audi Australia in the late 90's. Working with an advertising agency that delivered creative work upon our briefs was fun but is more so an example how creativity was outsourced to an agency.

Today, the demands in business are evolving rapidly, as the pandemic prescribes our *opus moderandi* and finding new ideas to pave the way for 2022 is essential, for leaders as well as their teams.

Using the 6 thinking hats of Edward de Bono is an excellent technique to foster creativity.

I am also a big fan of brainstorming, as ideas from multi-disciplinary and/or multi-cultural teams are refreshing and most of the times outside of the box thinking that can offer solutions in a way you didn't think it was possible!