



Creative Strategy from the Outside

Part I of this book gave the inside story of creative strategy, and now Part II looks at creative strategy from the outside. Most likely your company already has methods for strategy, planning, creativity, and innovation. In that case, creative strategy is an outsider. To bring it inside, you must adapt it to your existing methods. That's not always easy to do.

Your existing procedures are both formal and informal: all the habits, routines, frameworks, spreadsheets, meetings, and other forms of practice that guide how you, your team, and your company develop ideas for action. Part I mentioned a few of these other methods and showed briefly how creative strategy differs from them. Part II delves into the main ones in greater detail, to show how they might accommodate all or part of creative strategy.

As you move from section to section within Part II, you will see that many different methods call for similar adjustments to make way for creative strategy. Because of this repetition, you might want to treat Part II as a guidebook. Read through once quickly now and then later in depth for particular sections when you need them. There are many details, and you can't possibly remember them all. Use Part II as a reference guide when you come up against a particular method that you want to adapt to creative strategy.

