

INSPIRED BY THE GENIUSES AT CIRQUE DU SOLEIL





What can nonprofit leaders learn from Cirque du Soleil? (For starters, it frequently feels like we're running a three-ring circus...)

And we know coming up with new ideas is critical to stay ahead of the curve,

but often feels like a steep hill to climb.

Thankfully, Cirque's exec vice chairman, Daniel Lamarre was recently interviewed on Harvard Business Review's *The New World of Work* series.

He had some great tips on how to leverage creative thinking that leaders need to know



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Creativity Isn't Just for Artists

It's also finding new ways to solve problems.

So let go of the, "But I'm not creative" excuse and change your perspective

Fostering a creative mindset throughout your organization is the key to really thrive.



Hold Off On the "How" for Now

Focus on *"What COULD we do"* FIRST, saving "How it might happen" for a little later

Otherwise, great ideas can be strangled by processes & procedures before they have a chance to take shape

So be sure the right people are in the right meetings

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Habits Can Intercept Ideas

The brain goes into autopilot when we get in a routine

The key is to intentionally expose ourselves to new experiences, people, and points of view

Stretch beyond your comfort zone— You'll begin to think differently & new ideas will emerge



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Risks Can Result in Failure

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Create a culture that learns from losses, & nurtures new thinking across the board

This can reduce your team's fear of trying something new because it might fail, which can unlock unchartered territory



Ideas Are Found Everywhere

So always be on the lookout

Listen to your audience, team, & partners

Be open & receptive to feedback + insights







"Be Curious, Not Judgmental"

Learn from those who inspire you as well as those you may not agree with

A different perspective may be just the spark you need

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Measure What Matters

Determine what is **MOST** important for your organization to succeed + the metrics needed to ensure things are on track

This is especially important for nonprofits Perhaps it's paying attention to things like:

- How many new people asked for info
- Number of new donors
- Number of new volunteers, new projects, people served, etc



Beware of Shiny Objects

By itself, a new idea or opportunity may seem fantastic

But knowing what's critical to your organization's success (*Hint: #7*) **makes it easier to evaluate new ideas** & opportunities with a disciplined eye

This focus builds momentum to help you get further, faster

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R&D is Essential

Keep an eye on what's happening today + where things might be headed

Turning to your team regularly can help you stay connected with what's happening on the front lines



Mobilization is Most Important



The road to success is a lot smoother **if people are invested** in what you're doing

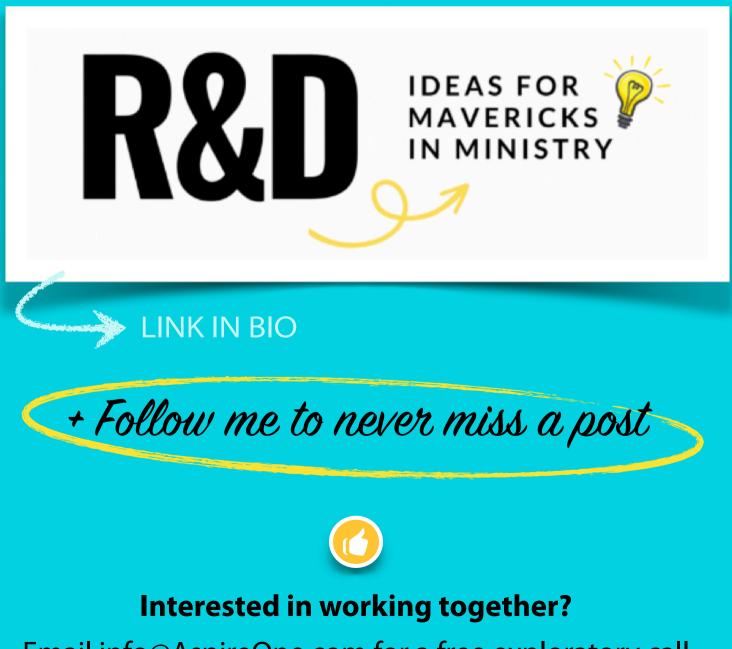




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