



TransWorld Consultancy Services Inc

Business Bulletin

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Welcome to the first issue of TWCS Business Bulletin


The objective of this Business Bulletin is a means for Ronald Hawes owner and director of TransWorld Consultancy Services Inc to keep in touch with my business associates on a periodic basis (quarterly).

Please feel free to forward this Business Bulletin to any business colleague who you think may be interested in any aspect of its content.

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Identifying Innovative People



What makes one person more creative than another? What constitutes the DNA of innovative people? Is the ability to innovate a "key ingredient of business success"?

Many consider that the main required skill set of an innovator is to be a **"thinker"**. However, in the real world the complete innovator requires to also be a person of **"action"**. Innovative individuals have something called **Creative Intelligence**. Innovators engage both sides of the brain in order to develop the five discovery skills that create new ideas. So what is the DNA of innovative people?

The core backbone is to have the ability to **"Think out of the Box"**, thereby associating ones thoughts in order to successfully connect what appears to be unrelated issues, problems, questions, or ideas and thereby cultivate new insights. Such **THINKING** is the first discovery skill and an essential ingredient to an innovator's DNA. Creativity is connecting things. The more connections the brain can make is dependent upon the diversity of our experience and knowledge. Hence fresh inputs are also essential in order to trigger new associations that assist the innovator to develop new novel ideas.

Hence the ability to **"Think out of the Box"** must be supported by four further discovery skills. (**Questioning, Observing, Experimenting, and Networking**).

Let us first look at **QUESTIONING**. The power of proactive questioning is a key element. What makes the task difficult is not seeking the right answers, but to structure the right questions. Innovators need to constantly ask questions that challenge the status quo. To question effectively innovative personnel ask "Why"?, and "Why not"?, and "What if"? The majority of managers to-day focus on understanding how to make existing processes (the status quo) a little more productive. The innovator challenges the assumption that the existing processes are in fact fundamentally the most efficient process or are the correct products to service the customer.

Innovators Imagine **Opposites**, they have the capability to imagine two diametrically opposing concepts. They can position either alternative and support such with a synthesis that is superior to either opposing idea.

Innovative personnel normally and often plays the devil's advocate. They take the position of disagreeing with what is being proposed and take an opposite view and then seek that the proposer justifies themselves in quite some detail. **Innovators Embrace Constraints**, most personnel impose varying levels of constraints only when forced to focus upon real world limitations, such as resource allocations and/or technology restrictions and/or budget constraints. However, skilled innovators will introduce and impose constraints on a thinking process to serve as a catalyst to generate "out of the box" thought/discussion process. An example of this would be "What if we had not already employed this person or installed this equipment or implemented this process, or brought this business, or pursued this strategy? Would we still do the same thing we are doing to-day?"

Let us now look at the third discovery skill **OBSERVING**, looking at and examining the behavior of others, in particular the behavior of potential customers. Innovators carefully, intentionally and consistently look out for behavioral details in the activities of customers, suppliers and other companies, in order to gain insights about possible new ways of doing things.

Now we move onto **EXPERIMENTING**, all innovative personnel engage in some form of active experimentation, be it intellectual exploration or physical tinkering or engagement in exploring new surroundings. So what separates an innovation culture from a normal corporate culture? Creating an environmental culture that fosters experimentation.

The culture requires to allow failures but at the same time encouraging learning. A diverse international experience certainly enhances the skill of an innovator to experiment.



Finally we come to the discovery skill of **NETWORKING**, devoting time and energy to finding and testing ideas through a network of diverse individuals gives innovators a radically different perspective to extend their own knowledge base. To this end they make a conscious effort to visit other countries and meet people from other walks of life.

So why do innovators, question, observe, experiment and network more than the typical employee? When you examine what motivates innovators you can identify two common factors. (1) Innovators actively desire to change the status quo. (2) Innovators regularly look to take risks to make change happen. Embracing a mission for change makes it much easier to take risks and make mistakes. For most innovative personnel mistakes are nothing to be ashamed of, in fact they are expected as a cost of doing business. In summary, Innovators rely on a "**Courage to Innovate**" an active bias against the status quo and an unflinching willingness to take risks to transform ideas into powerful impact in the cause of making the world a better place.

Innovation is an important function to be supported by every leader regardless of the position he or she occupies within the organisational structure. Although it is recognised that innovative thinking maybe inborn to many, it can be developed and strengthened by all through practice.

Put aside time for you and your team(s) to actively cultivate ideas. Commence by trying to spend some thirty minutes to an hour each week writing down a number of questions that challenge the status quo within your company or industry.

To improve your networking skills, consider trying to contact the five most creative people you know and asking them to share what they do to stimulate creative thinking, hold regular, thought provoking lunches. Remember **Innovative Entrepreneurship** is not as many think a **genetic favourable state it is an active endeavour.**

Innovation is the specific instrument of entrepreneurship. The act that endows resources with a new capacity to create wealth.



Upcoming Management/Staff Training and Development Program

During the second half of October 2010, TransWorld Consultancy Services Inc (Ronald Hawes) will be conducting two different two day masterclass/workshops in Palma de Majorca Spain at very competitive prices.

TWCS has also negotiated some very attractive hotel prices and in addition most airlines in October are offering good competitive flight tickets from most main european cities to Palma de Majorca.

So why not consider both or either masterclass/workshop together with an autumn weekend break in the sun in Palma de Majorca.

The two masterclass/workshops are as follows.

Effective Understanding and Mastering of Operational Risk.

(incorporating Development of a Risk Management Framework, Fraud Prevention and Deterrence, Operational Re-engineering - Smart Sourcing - Outsourcing Risks, Corporate Governance).

Date - 21st and 22nd October 2010

Masterclass/Workshop
Ref Number TWCS-1-DIR.

Effective Business Leadership Qualities and Skills.

(incorporating Strategy Management, Planning and Organising, Motivation and Teamwork, Performance and Productivity Management).

Date - 25th and 26th October 2010

Masterclass/Workshop
Ref Number TWCS-2-DIR.

For further details please either visit the TransWorld Consultancy Services website at www.twcs.info or send an e-mail to Ronald Hawes at ronald@twcs.info

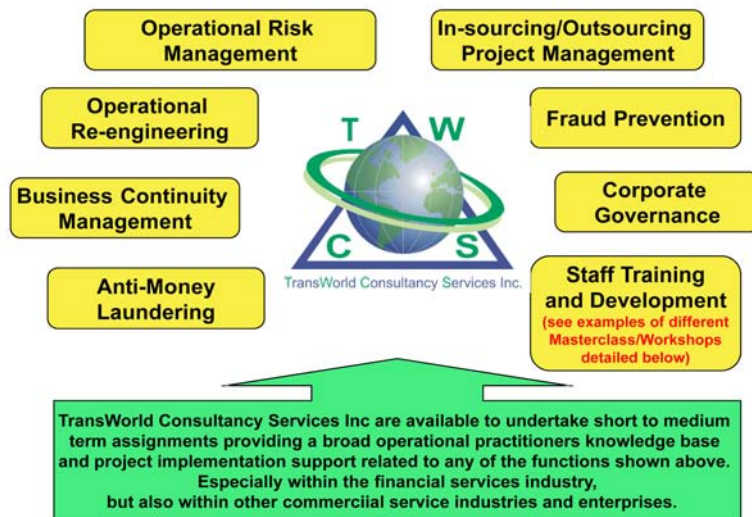
Full details, registration form, hotel booking etc are available at the website or will be sent to you by return e-mail.





Services available from TransWorld Consultancy Services Inc.

For those of you who are not aware of TransWorld Consultancy Services Inc (TWCS), find detailed herewith the services that can be made available and contact details:



In addition to undertaking any specific short to medium term assignment related to any of the above mentioned functions, TWCS details below an example of a number of different staff training and development masterclass/workshops available for in-house training. Many of which have already been conducted in UK, Europe, Russia and the Middle East.

- Effective Business Leadership Qualities.
- Effective Understanding and Mastering of Operational Risk.
- Managing Fraud Prevention.
- Managing Outsourcing Projects/Processes and Associated Risks.
- Project Management Governance.
- Corporate Compliance/Governance.
- Leadership by Innovation, Encouragement, Generation and Implementation.
- Performance Management/Objective Setting.
- Business Continuity Management.



The above is just an example of training modules available, others can be made available and/or tailor made to specific requirements.