



# **Creative Thinking, Networking & Strategic Partnerships for Industry Relevance**



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For the Department of Mass Communication Town & Gown Seminar  
Covenant University, Otta.  
5<sup>th</sup> February 2018



**If you always think the way you  
have always thought,  
you will always get what you  
have always got!**

**So if you want something different,  
do something different.**





# What is Creativity?



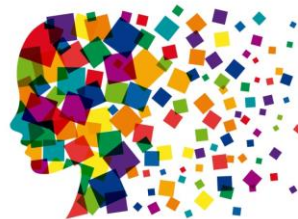
# Creativity

## An ABILITY...

- ... to imagine or invent something new.
- ... to generate new ideas by combining, changing, or reapplying existing ideas.

***BUT NOT the ability to create out of nothing (only God can do that!)***

***Some creative ideas are astonishing and brilliant, while others are just simple, good, practical ideas that no one seems to have thought of yet.***





# Creativity

## A PROCESS...

- Creative people work hard and continually to improve ideas and solutions, by making gradual alterations and refinements to their works.



CREATIVITY IS  
INTELLIGENCE  
HAVING FUN  
— ALBERT EINSTEIN





# Creativity

## An ATTITUDE...

- ... the ability to accept **change** and **newness**,
- ... a willingness to **play** with ideas and possibilities,
- ... a flexibility of outlook and the habit of **enjoying** the good while looking for ways to improve it.





# Creativity

“Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while. That's because they were able to connect experiences they've had and synthesize new things”

- Steve Jobs





# Being Creative

Have the ability to:

- make connections
- look at things differently and observation
- generating ideas under certain specified requirements.

Innovative

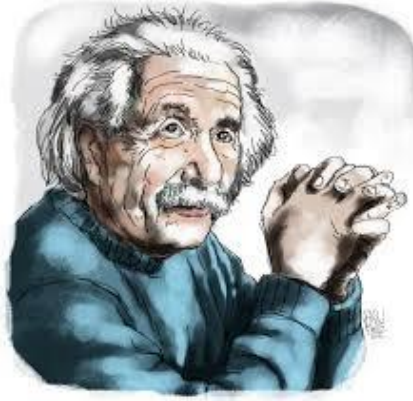
Thinking outside  
the box

Improvisation

Breaking the mold

Being  
passionate

Professional  
Growth



Creativity is seeing what everyone has  
seen and thinking what no one else  
has thought.

*- Albert Einstein*

Everyone has creative abilities; all that is required is maximize your potential.



# **What is Creative Thinking?**



# Creative Thinking

- ... is the process which we use when we come up with a new idea.
- ... is the imaginative, unrestricted and motivated interrogation of a thought or conception.





# Creative Thinking

- ... improves your ability to be creative and look at things in a fresh new way.
- ... is not for the artistic people alone. People who work in other fields need to fire up their creative thinking to get out of the rut called “creative block”.





**“Creative Thinking** is not a talent.

It is a skill that can be learnt. It empowers people by adding strength to their natural abilities which improves teamwork, productivity and where appropriate, profits.”

– Edward de Bono

Creator/pioneer of lateral thinking and the world’s leading authority on conceptual thinking





# Characteristics of a Creative Person

- Curious
- Seeks problems
- Enjoys challenge
- Optimistic
- Able to suspend judgment
- Comfortable with imagination
- Sees problems as opportunities
- Sees problems as interesting
- Problems are emotionally acceptable
- Challenges assumptions





# Creative Thinking Skills and Habits

- Open-minded
- Curiosity
- Observation
- Analysis
- Synthesis
- Imagination
- Experimentation
- Sharing ideas
- Building upon ideas / Collaboration / Teamwork





# Critical Thinking vs Creative Thinking

## Critical Thinking:

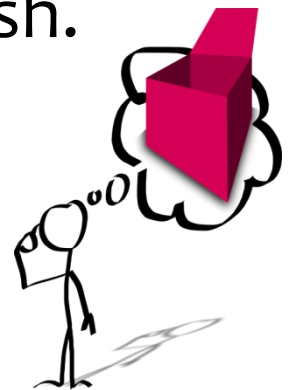
- is the ability to think clearly and rationally about what to do or what to believe.
- It is convergent – brings ideas together
- Someone with **critical thinking** skills is able to do understand logical connections between ideas.
- Focuses on probabilities





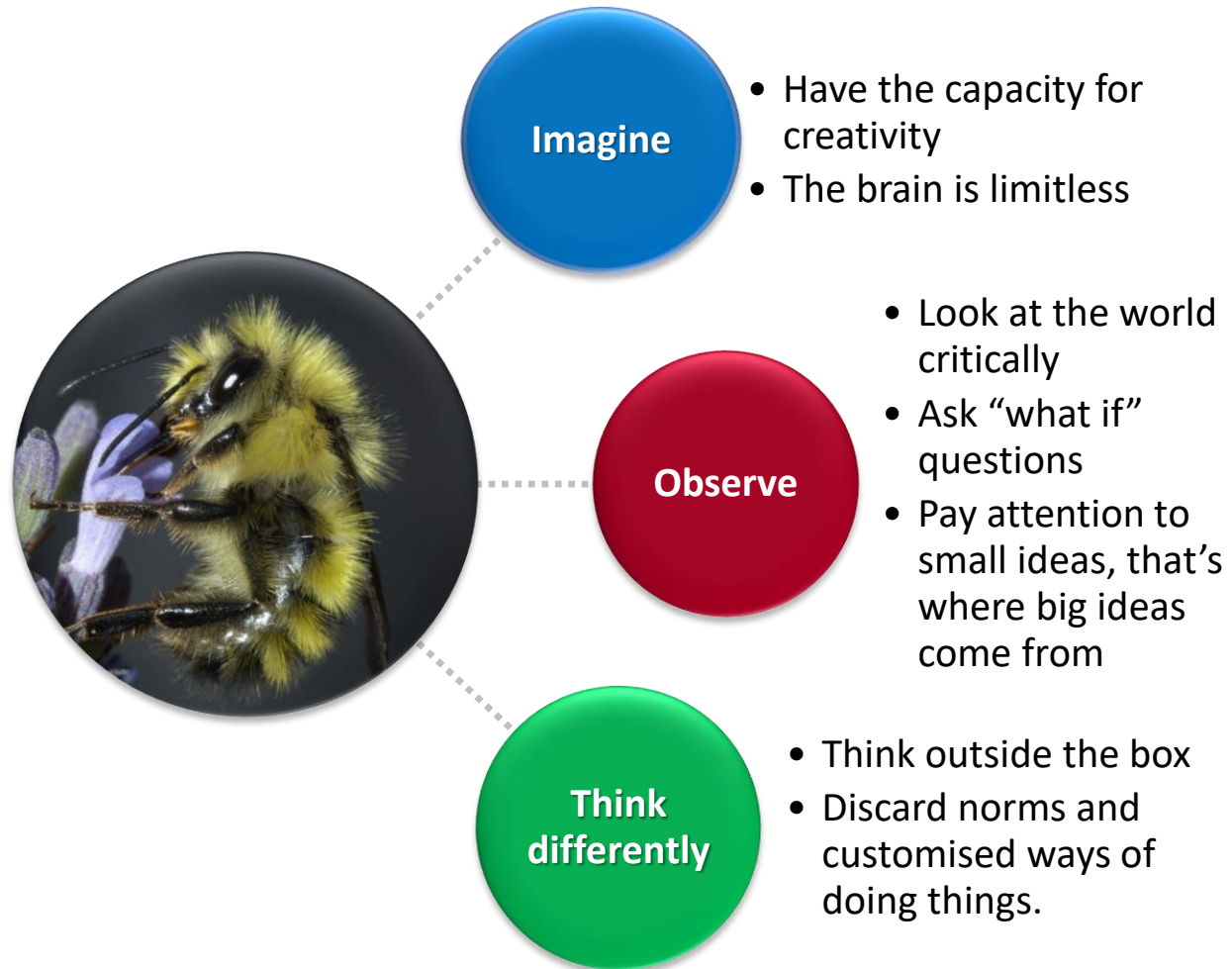
## Creative Thinking:

- is defined as a way to look at and solve problems from a different perspective, avoiding orthodox solutions and **thinking** outside the box.
- This **creative** process allows you to explore connections, meet new challenges and seek solutions that are unusual, original and fresh.
- Focuses on possibilities





# Creative Thinking





# **Networking & Strategic Partnerships**



# What is Networking?



# Types of networks

- Operational Networks
  - In the workplace or office
- Personal (Social)
  - Social media networks, friends and acquaintances
- Business
  - For strategic business relationships





# What is Networking?

- Building relationships
- Establishing trust
- Gathering information
- A two-way street
- Second nature once you do it
- Only effective if used, and used properly





# Networking is not...

- Chatting or sending messages on social media
- A short-term fix whilst looking for long term occupation
- Connecting only with people in your field
- Job or work begging
- Asking an unreasonable favor





# Networking is Relationship Building....

- An **acquaintance** is someone who you inform that you are moving;
- A **friend** is some that will actually help you move;
- A **true friend** is someone who will help you move a body.

*Networking involves building mutually beneficial relationships*



# Why We Network

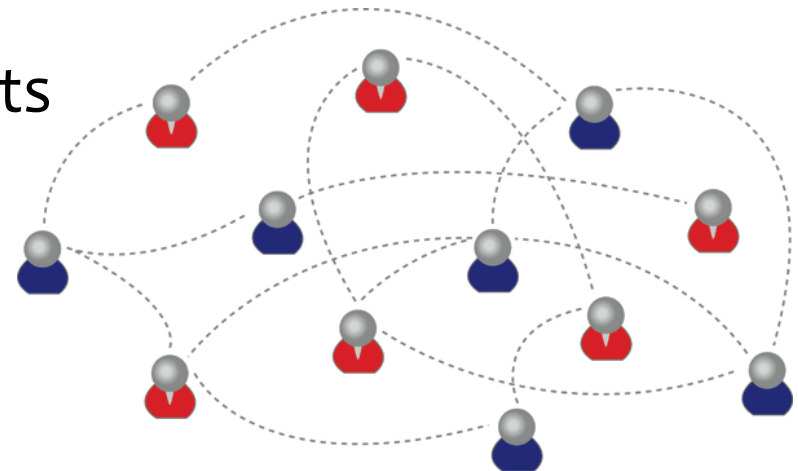
- Creates exposure and the opportunity to build relationships
- To be in the “know”
- Increase who you know, rather than who you know of
- The value of networking involves more than just connecting with people in your field





# Aims of Networking

- Share information
- Seek for advice
- Exchange business needs and make referrals
- Source a supplier
- Gain funding or investment
- Find a business partner
- Find new customers or clients
- Increase your knowledge
- Enter into a new market
- Raise your profile





# Effective Networking 1

- Make networking a regular activity
  - Reach out to someone interesting
- Stop being an internet panhandler
  - Connect with someone in real life
- Know who you are reaching out to
  - Don't make anonymous contacts
- Use positive language
  - Be more inviting and positive when you speak





# Effective Networking 2

- Cultivate your “power” contacts
  - Someone who can introduce you to other things or other people
- Learn how to email
  - Keep it short and simple.
- Don’t expect anything
  - The “what’s in it for me” syndrome.
- Burn useless bridges
  - The leeches. People who always want something from you but have nothing to give.





# Networking Skills

- Good networkers are people who share in the lives of others by giving and receiving information , advice, support and commitment.
  - Be a good listener
  - Be sincere to build trust
- What to find out about someone you network with
  - Don't just get names and details
  - Small talk is important
  - Find out:
    - Do they have a history of helping others?
    - What are there interests?
    - What makes them tick?
    - How did they get to their current position?



# Networking Basics

- Building relationships - GREET

G	Gratitude
R	Respect
E	Etiquette
E	Expectations
T	Tact



# Making an impression

- Having the right attitude - CHAP

C	Courtesy
H	Humour
A	Attitude
P	Persistence

**Make Eye Contact**

**Show Interest**

**Be Enthusiastic**

**Be Understanding**

**Have Self Confidence**



# Networking Basics

- Network with people you're comfortable talking to
- Engage in conversation, not a sales pitch
- Ask for advice, and ask intelligent questions
- Be clear about your intentions so that the contact can determine how they could best help you
- Listen... it can be more important than anything you could say





# Strategic Networking

- Identify yourself.
- Know how to respond to common questions:
  - “What do you do?”/“Where do you work?” Answer with purpose.
- Join associations, civic and business groups
- Ask intelligent questions... be insightful
- Listen attentively
- Create a database of contacts
- Make at least one new contact a week



So much talk about **networking...**

What about **building relationships and forming partnerships?**





# What is a Strategic Partnership?

A **strategic partnership** is any relationship with another professional (business or individual) by sharing expertise, resources or competencies for mutual benefit.

Typically, you seek out a **strategic partnership** to fill a gap in your own strengths or to create a synergy that increases your profit potential.





# Why partner?

- For success.
  - Meaningful partnerships are the foundation for success.
- For improvement.
  - Partnerships enable you make continuous improvements.
- For resource management.
  - By sharing with others, you can direct your resources and capabilities to projects you consider most important.





# Benefits of strategic partnerships

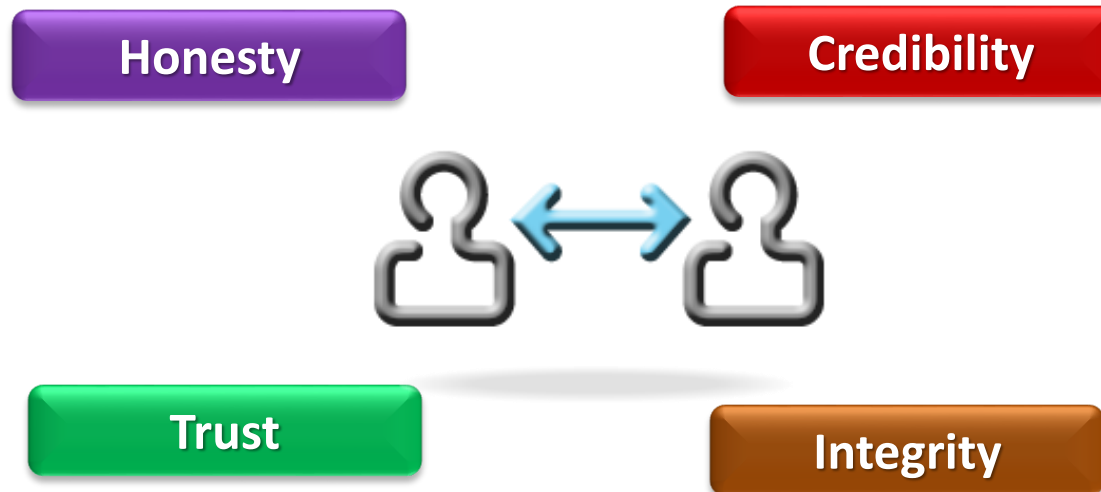
- Access to new customers
- Opportunity for new markets
- Added value for previous customers
- Building Brand Awareness
- Creating brand trust





# A partnership that works

- The building blocks of a great partnership

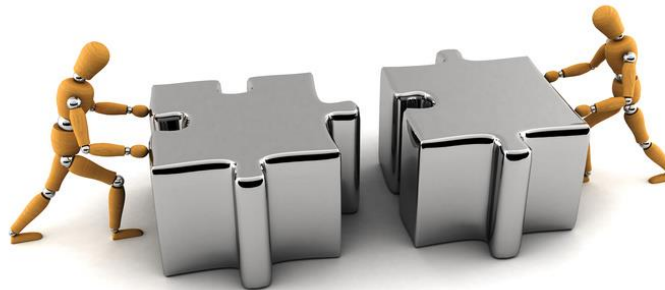


*Deception can ruin your networking opportunities*



# Keys to strategic partnerships

- Be diligent
- Be considerate and understanding
- Communicate with dignity, fairness and respect
- Always tell the truth even when you make a mistake
- Be real





# Bringing it all together

- Creative thinking, effective networking and strategic partnerships enabling us to achieve our objectives and expand more quickly and efficiently irrespective of the industry we work in.



**PR & Advertising**

**Broadcast**

**Print**



## **DO WHAT YOU DO BEST**

Be passionate about what you do. Focus your resources on what you do best and what creates sustainable competitive advantage and tap to the resources of others for the rest.

**Creative thinking, effective networking and strategic partnerships will make that happen.**





***Thank You***



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February 2018



# *Ngozi Osu Anene*



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She is also a communications and creative development specialist with several years of experience in book and literary editing, creative content development, PR & Publicity, brand and image management and corporate communications.

Ngozi develops corporate communications strategy and has facilitated seminars on communications and media training, creative thinking, networking & strategic partnerships, client service & partnering, creativity in business, and life skills. She is also with the faculty of Poise Nigeria. She has edited works for Amab Books, Paréssia Publishers, Narrative Landscapes, and renown psychoanalyst Dr. Chike Amene, as well as several authors. She also writes book reviews for published work.