

The most creative people are often the most independent, self-driven and excited by new opportunities. So how do you keep them focused on only one goal without killing their motivation? Here are a few helpful tips from William Thorogood – senior innovation director at LEGO System A/S.

YOU ARE NOT THE SMARTEST PERSON IN THE ROOM!

When moving from specialist to leadership, you have to remember, that your primary task has changed – from creating the right solution to helping your team creating the right solution.

If you tell the team what to do, they will lose motivation. They lose motivation because it eliminates their creative space and sense of being innovative. If the team members create the solution together, they stay motivated.

SHOW TRUST AND LET PEOPLE DO THEIR JOB!

Showing trust in peoples' abilities will motivate them. Try acknowledging someone publicly and see what happens.

Effects of public acknowledgement:

- People feel trusted to deliver on a task
- People feel motivated that they can do it
- Everyone else sees that the leader has faith in their abilities

DON'T BE A BOSS

Once you trust people and they know their task, don't be a boss. Telling them what to do will demotivate them. But how do you then direct them toward a certain goal? Instead of telling them, you need to inspire them.

"I told them what to do, and they lost motivation!"

You need to be able to make a convincing case for the direction, that you want them to move in or you need to inspire them in other ways. Here you yourself will need to be creative in your method and approach.

LISTEN... NO REALLY LISTEN!

If you really listen to people, they can inspire you. Usually we hear what people say and we play our own opinion back. If you are able to really be inspired by your employees, and to change your opinion based on their input, you build their trust and motivation. They get the feeling that their opinion matters.

REMEMBER TO TRANSLATE

Remember how you talk to the people around you. The creative team might not understand the corporate jargon. And they might not be able to communicate their ideas and thoughts up the corporate ladder. Remember to translate between the two. Particularly in regard to motivation, the team needs to have a very clear idea of what they are asked to do, to be motivated to do it.

BE A MENTOR!

Be sure to spend time coaching and giving feedback to your creative team, so that they can develop through the challenges and learnings that you can give them.

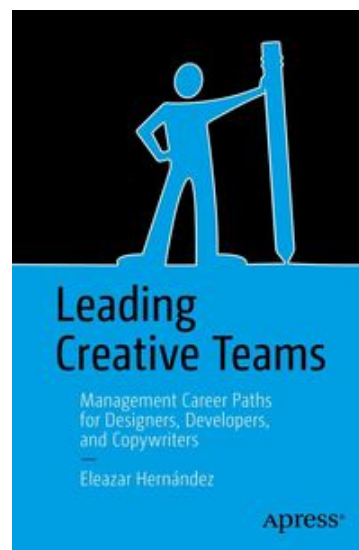
In which direction do you need to inspire your team to go?

In what new and creative ways could you inspire them to work in that direction?

Who in your team do you need to spend more time coaching and mentoring? What would be a good way to start?

BOOK

“Leading Creative Teams” (2017) by Eleazar Hernández. Published by Apress. ISBN: 9781484220566. Online link:
<http://www.bookmetrix.com/detail/chapter/781a2370-8a8a-48d7-9dad-7b4ff4cd695b>



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