

# creativity

approaching a need, a task, or an idea from a new perspective

## develop creativity

**creativity:** n **1:** the quality of original thinking, **2:** bringing about; causing to exist. **3:** imagination; the ability to visualize.

The demand for improved systems and technology can motivate innovation, but an innovator's vision provides direction. Individuals or organizations who neglect these opportunities will lose their ability to meet needs in the future. Approach your job with alertness to needs and a desire to make improvements.

Technology advances as designers combine old and new ideas in order to produce a better result. Creativity allows a person or an organization to make needed improvements, and these

improvements can provide a competitive edge. A creative approach to problems helps a person make steady improvements and build coworker and customer satisfaction. Innovative approaches can establish an organization or an individual as an industry leader.

A creative person constructs something more valuable from resources already available. Farmers, food processors, grocers, and chefs turn plant and animal products into food. Musicians string sounds together and move you to dance - or cry.

When results don't match expectations, adjust your approach and try again.

***"To invent, you need a good imagination and a pile of junk."***

- Thomas A. Edison

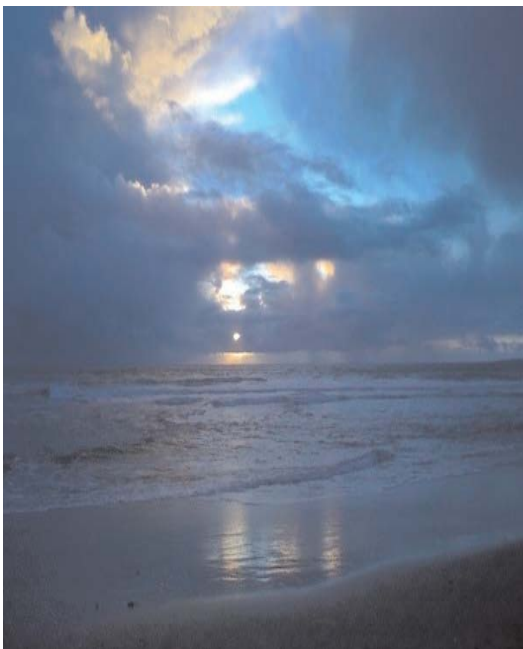
***"Originality is simply a fresh pair of eyes."***

-Thomas W. Higginson

***"Whatever creativity is, it is in part a solution to a problem."***

-Brian Aldiss

## spice it up



**Change your surroundings:** Get out of the office. Work in a different room or use a different chair. Write your thoughts on paper instead of the computer.

**Simplify your problem:** State your goal as simply as possible, and think through details in light of this purpose.

**Brainstorm:** Write down your ideas - even the wild ones - and sort through them.

**Listen:** Others' perspectives could unlock new possibilities.

## creativity vs underachievement

### creativity is

- trying new things
- asking for help
- remembering what has worked in the past
- studying to solve problems
- using my talents for good

Topeka City of Character  
534 S Kansas Ave., Suite 820  
P.O. Box 152  
Topeka, KS 66601-0152  
Phone: 785-233-3699  
Fax: 785-354-1901  
topekacityofcharacter@gmail.com  
www.topekacityofcharacter.org

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Topeka City of Character April 2010

## From the Executive Director:

If you are a non-profit or agency or business, be sure to give us a call to set up a booth at Character Fair at the Zoo on Saturday, April 17 from 10 am to 4 pm.

There will be lots of fun activities for the kids including Tiger Belly Bounce, facepainting, a clown in the morning and carnival games and prizes.

Your family can participate in the Character Quest scavenger hunt and find the animals that are associated with 14 Character Qualities. Participants will be eligible to win a grand prize drawing.

What better way to enjoy the spring weather with your family! It is so important to build character as a family and talk about the

values that are important to you.

Won't you join us for a fun day at the Zoo?

Our Word of the Month appears the first Wednesday of each month in Topeka Capital Journal's "Make Momma Happy". On April 7, the ad will emphasize the Character Fair at the Zoo.

For more information, contact me at 273-4330 or email me at [topekacityofcharacter@gmail.com](mailto:topekacityofcharacter@gmail.com)

Topeka City of Character, Executive Director, Cindy Patton

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Cindy Patton,  
Executive Director

**Character Fair at the Zoo is Saturday, April 17, at the Topeka Zoo from 10 am until 4 pm.**

**Buy one get one free admission to the zoo if you know the word of the month for April - Creativity**

Good character is the key to success!