

Be creative to unlock your true potential

By JOANNA TOVIA

THE most successful companies are realising how important creativity is to prosperity — a skill just as important for small businesses.

Gary Bertwhistle, author of *The Keys to Creativity*, says people no longer see it as "arty farty".

"Companies realise creativity is one of the greatest skills they can have," he says.

Mr Bertwhistle runs workshops at The Vault — his purpose-built creative thinking venue — through his company Blue Moon Creative.

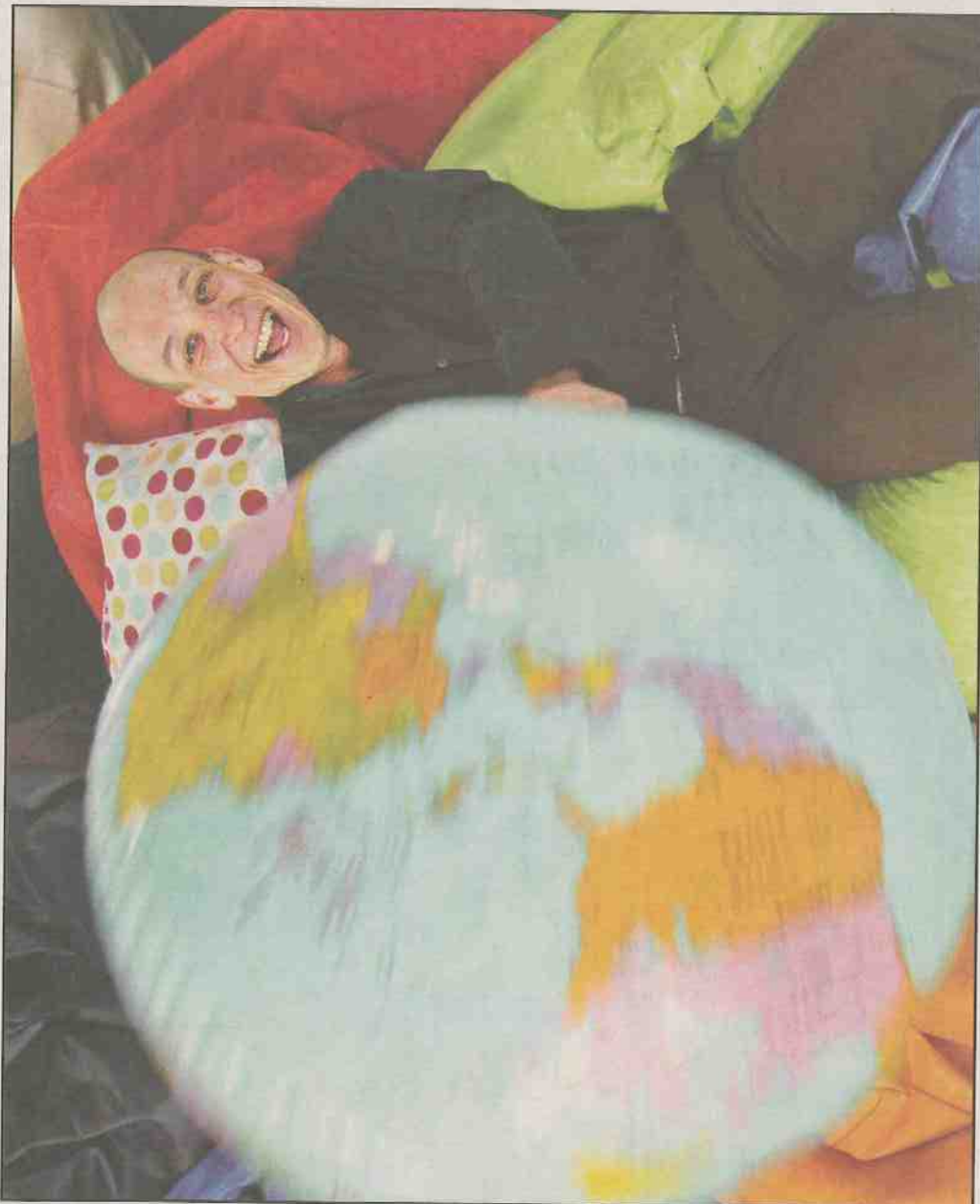
The Vault opened in Moore Park in 2002 with the idea that brainstorming in a fun environment would yield better results than standard boardroom meetings where staff are more likely to stifle yawns.

"They need to be able to think differently," Mr Bertwhistle says.

Companies like Kelloggs and Virgin now use The Vault for meetings and workshops — and small businesses are getting on board.

Unlocking creativity can result in powerful changes. Think of inverted no-drip honey jars, Listerine strips or liquid paper — these all challenged the use of a traditional product.

"People aren't taking the time to sit and ponder," Mr Bertwhistle says. "They need to take time and relax to ask questions and solve problems... chances are, if they are not doing it, their competition is."



Thinking outside the square... Gary Bertwhistle runs creativity workshops at The Vault, Moore Park. Picture: KATRINA TEPPER