Creative Qualities

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Design focused + purpose driven organizations outperform the S&P500 by:
There are six qualities that define an organization’s creative culture:

- **PURPOSE**: understand why you exist, beyond making money
- **LOOKING OUT**: be inspired by users and trends
- **EXPERIMENTATION**: test, learn, repeat
- **COLLABORATION**: working together
- **EMPowerMENT**: equip and trust people to do the right thing
- **REFInEMENT**: move from good to great
Experimentation

Teams that explore 5 or more solutions in parallel are 42% more successful than teams who only explore a single solution.
Collaboration

Teams that work collaboratively and have flexible spaces and tools to experiment are 32% more successful than teams that don’t.
Empowerment

Teams that have access to information about prior initiatives are 51% more likely to create successful solutions, compared to the teams that don’t.
Purpose

Teams who use their purpose to guide their decision-making have 61% more successful launches than teams that don’t.