

*Practically applying the character quality of*

# creativity

vs. underachievement

*"Approaching a need, a task, or an idea from a new perspective."*

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Since we are focusing on the character quality of creativity, we decided that this would be a great month to roll out the new look for the monthly character study. "Character Comments" is meant to provide examples of personal application for each character quality and how it is impacting our lives. Steve Becker will be writing most of the articles. However, I might chime in every now and then.

Much of what I do for CCI is hinged upon my demonstration of creativity. Graphic design has a clear need for creativity. I also assist Steve Becker in coming up with creative ways to implement many of his new ideas.

In using my creativity, I am aware that having a "creative personality" can be a excuse for many poor choices. I have to balance creativity with other character qualities to eliminate making poor choices. Here are a couple examples of how I am challenged to balance my application of creativity on a day-to-day basis:

- Desktop Publishing - I assist in the development of new workshops and presentations for specific charac-

ter needs. I am also playing a role in the development of our new website. Before these items go out the door, I am responsible to make sure that their look and feel highlights the character message and doesn't distract from it. CCI is trying to communicate that good character impacts lives. This calls for the balancing quality of orderliness. Without this I may distract the viewer from the content with a confused display of text and graphics and thus damage the impact of the message.

- Proposal Development - Recently we put together a Character Training Proposal to assist organizations as they implement Character First. Creativity is part of both the look and feel and of the information presented. For me, sensitivity and sincerity are the required balance. I need to apply these qualities as I am designing the material initially and as I am on the phone with a client during the follow-up. It is important that I perceive the true needs of their organization and be sincere to communicate CCI's primary motive, to impact them with good character. Creativity should be the catalyst for fresh ideas that bring success and strengthen relationships.

**Side note** - Art that is

How CREATIVE are you?

- Do you find creative ways to encourage members of your family?
- Do you seek to motivate others to carry out good works?
- Do you look at obstacles as hindrances or as opportunities for creative solutions?
- Do you conquer boredom by finding new and challenging ways to do things?
- Does a lack of results motivate you to try a new and better method?

immoral fails to balance creativity with self-control and virtue. A thief fails to balance creativity with truthfulness. Don't fall into the trap of requiring others to accept your poor judgment and inappropriate spontaneity because, "...that's just who I am. I a very creative personality." Creativity should never be used as an excuse for aberrant behavior.

We would love to hear your feedback on the applications you are making from this resource and from your own study of each character quality. As you look ahead on your character calendar for 2002, let us know if you see a quality for which you would like to contribute a "Character Comments" article. Character qualities yet to be studied this year are below:

- June - Meekness
- July - Justice
- August - Endurance
- September - Diligence
- October - Humility
- November - Hospitality
- December - Sensitivity

**Commitment to Creativity**

- I will use my talents for good.
- I will see things from more than one perspective.
- I will use principles to solve problems.
- I will learn all I can.