

Creativity Matters

Steven Wilkins, Chief
Organizational Development and Training

Ralph Waldo Emerson



Today It's a Complex
World

The background features a complex, abstract design composed of overlapping, semi-transparent geometric shapes, primarily triangles and polygons. The color palette is dominated by various shades of blue, ranging from light sky blue to deep navy, and a range of reds, from muted terracotta to vibrant, dark red. The shapes are layered, creating a sense of depth and movement. The overall composition is modern and dynamic, with the text centered in the white space.

My 25th Anniversary - Same Job but Different

“When you signed up to be the Fund Manager
- it was focused on...”



Protecting Your Brand The Fund

- “Shyster Fund” Pays Million
- Clients’ Security Fund Pay Two Million Dollars
- Widow Repaid in Lawyer Bilk as Fund Awards Top \$3 Million
- Widow Recoups Funds Taken by Her Lawyer

- Your Day
- Why I'm good at managing my Fund
- These traits make you good at what you do

The Caliper Profile

Six Key Traits

Personality has a profound influence; lawyers are different; six key traits on which they vary from the general public (out of 18); affect our EI

Skepticism

Lawyers 90 general public 50

Autonomy

Lawyers 89 general public 50

Sociability

Lawyers 12 general public 50

Spending face time improves this greatly

Abstract Reasoning

Lawyers 82 general public 50

Solving problems; making analogies - Cognitively manipulating events, things or concepts that are not in immediate presence or environment

Urgency

Lawyers 71 general public 50

Impulse control – let's move things – listening much harder – urgent and smart – wow – c'mon already. Relates to patience, learning curves, explaining things?

Resilience

Lawyers 30 general public (90% lawyers score below the 50th percentile)

Hypersensitivity – defensiveness – taking things personally – denial – reflect or counterattack – thick skin or thin skin? How to deal with mistakes of self and others?

>

- > Can these be modified? You bet... if an individual is motivated, every personality trait can be modified. Personality = comfort. Managing your personality >increasing your EQ

Extroversion and Introversion—Energy Source

E_____0_____I

Extravert—70% of the general population

Talkative

Gregarious

Have many friends

Outer-world orientation

Energized by people

Social and expressive

Verbalize observations

They speak to think

Introvert— 30% of the general population

Reflective

Reserved

Energized by thoughts

Inner-world orientation

A few close friends

Private/contained

Reflect on observations

They think to speak

New Job Description:

- ❖ Must be creative in communicating the mission of your fund. Experienced in developing significant relationships and connecting with local community and state organizations. Must develop marketing campaign to increase awareness of our brand, and provide education regarding Fund availability to those in need. Must consistently come up with creative approaches and strategic tactics in promoting the Fund!

marketing noun

mar·ket·ing | \ 'mär-kə-tiŋ  \

Definition of *marketing*

1 a : the act or process of selling or purchasing in a market
// did most of her *marketing* in local stores

b : the process or technique of promoting, selling, and distributing a product or service

// New automobiles are the subject of intense *marketing*.

The Ross Wilkins Story

The background features a series of overlapping, semi-transparent geometric shapes, primarily triangles, in shades of blue and red. These shapes are positioned on the right side of the frame, creating a dynamic, layered effect against the white background.