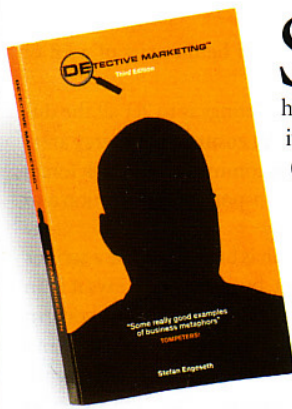


# Discovering your creative streak

Stefan Engeseth has a three-year-old mentor and believes that getting out of elevators on the wrong floor can get the creative juices flowing. His ideas on innovation will either scare or inspire, but you can't call him boring.



Scandinavian adviser/lecturer/writer Stefan Engeseth has bravely gone down the self-publishing route with his treatise on creativity, which is now in its third edition. **Detective Marketing** (Stefan Engeseth Publishing, 168pp) is a collection of theories and practical applications for boosting product and marketing creativity, and ultimately sales. A warning for anyone who finds it hard to deal with advertising jargon: Engeseth describes himself as a 'chaos pilot' (so you're a consultant then) and includes phrases

such as "If I bottle up my creativity my entire body shakes with negative energy." Some of his ideas on how to be more creative – inviting strangers off the street to meetings, standing on one leg to create imbalance, holding meetings in kindergartens – might be a little too 'out there' for some.

But many of Engeseth's concepts, such as the necessity of keeping the creative team involved through the production and marketing of a product and the increasing importance of salespeople, who can either complement or undo an expensive campaign, are worth thinking about. His theory of in-sourcing – bringing customer expertise into the company – is a fresh one, as is his notion of faking brand success from the outset in order to become established. (Roughly – if you treat your soft drink/clothes label/beauty product as something already established among the cutting edge, it will be assumed to be so by those less cutting edge.) Readers will have to find their own comfort level on how creative they wish to get.