

DEFINING CREATIVITY

How new do you want to be?

Circle the level of non-obviousness you're aiming for.



How will you measure value?

Place a **1** beside the **SINGLE** most important metric.
Place **2** and **3** beside the next most important ones.
Add your own criteria, if necessary.

<i>Financial Returns</i>	
<i>PR coverage</i>	
<i>Staff Engagement</i>	
<i>Cost</i>	
<i>Speed</i>	
<i>New business</i>	
<i>Enquiries</i>	
<i>Sales</i>	
<i>Positive reviews</i>	