

## How would you rate yourself in terms of creativity?

On a ten-point scale — with 1 being almost zero imagination, originality, or innovative ability, and 10 representing superb creative powers — where would you score? Seriously think about it. Now circle the number that you think fits:



This is a lot bigger deal than you might imagine. Organizations are hungry for good ideas. The smart companies know their future depends heavily on relentless improvement...on constant innovation...on breakthroughs. So they're cranking up their efforts to become more creative.

This handbook positions you to help move the needle in that direction. Regardless of where you rank yourself on creativity, you can learn the mechanics of achieving breakthrough results. The 16X approach is so simple. So down to earth. But you'll see that, compared to how people and organizations typically operate, it's as unique as it is powerful.

16X is about strengths-based innovation. And it will deliver breakthroughs in your personal life just as well as it does on the job.

The 16X approach works by establishing some “core conditions” that creativity and innovation flow from: white space, a focus on what counts, and the engagement of signature strengths. It's a process of finding more running room so your prime talents can flex and further develop. By getting rid of the common disabling conditions, creativity and innovation come to life, liberating your most able and talented self.

Your guide on this innovation pathway is Richard Koch. He's the most authoritative voice on Planet Earth about the breakthrough principle of 16X.

I chased down Richard via email at his home in Cape Town, South Africa, asking him to work with PRITCHETT on this handbook. He's a brilliant, fascinating, hugely successful person, and he lives his message. Beyond his best-selling books that we've quoted on the following pages, he's living proof that the concepts work.

Now, consistent with the breakthrough principle of 16X, let me end with this point. Most of what you read this week won't make a bit of difference. It will be a waste of your time. But this handbook can change your life.

—Price Pritchett

**“Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creativity.”**

—CHARLES MINGUS