

Susie deVille of the Innovation and Creativity Institute to be Featured on Close-Up Talk Radio

HIGHLANDS, NORTH CAROLINA, USA, August 19, 2014 /EINPresswire.com/ -- The most important job any leader has is to foster a culture of [creativity](#) and [innovation](#) within the organization. Most corporate team leaders and entrepreneurs think that championing idea generation and brainstorming is all there is to developing an environment conducive to innovation.

That is only the beginning.

Susie deVille is the founder and CEO of the Innovation and Creativity Institute, a consulting practice dedicated to teaching corporate executives and entrepreneurs how to promote cultures of innovation that spark creativity and consistently create value. Through her unique customized seminars and workshops, Susie applies her acumen in human behavior to help clients develop the necessary leadership skills to encourage innovation.

"Most business owners are trying to reverse engineer innovation and creativity while struggling with how to lead their teams as well as their own lives," says Susie. "You can't begin to understand innovation and creativity until you bring in the idea of leadership of self and leadership of others."



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Susie deVille

As an expert in entrepreneurship and anthropology, Susie has nine years of consulting experience helping clients develop innovative products, services and business models.

"I teach processes to teams and corporate executives that enable them to design, create and innovate something of value consistently – whether that is a product or service," says Susie. "In my seminars and workshops, people learn

to lead in a way that generates creativity from everyone on their teams – including themselves."

Companies lacking in innovative cultures tend to offer products or services that are solutions in search of a problem, rather than are a true solution to a real identified problem. The author of the forthcoming book *Innovation is Free*, Susie says the key to meaningful innovation is to take a playful approach that looks at problems with fresh eyes.

"Would you rather have a playful approach or an approach where everyone is fearful of mistakes?" asks Susie. "If you show me a playful organization, where failure is considered an absolutely necessary part of the process, I'll show you a creative and innovative organization. Creativity is within the grasp of every person, and it's not so difficult for people to reconnect to it once they are shown how to do so."

Close-Up Talk Radio will feature Susie deVile in a two-part interview with Jim Masters on August 20th at 1pm EST and with Doug Llewelyn on August 27th at 1pm EST.



Listen to the show <http://www.blogtalkradio.com/closeuptalkradio>. If you have a question for our guest, call (347) 996-3389.

For more information on Susie deVile and the Innovation and Creativity Institute, visit <http://ICreativityI.com>.

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