

# Why the Brand Prison Stifles Innovative Thinking

Innovative thinking happens in a company when creativity is cultivated. However, we often see companies struggling to innovate through a lack of creative ideas. The term “brand prison” defines this issue. A company can place its employees in brand prison when it restricts all production of creativity to one person or team. The creation of ideas is limited to one single path, and off-roading is simply not an option at risk of failure. Not only is failure a threat, but the will of control to another individual of seemingly lesser creative experience.

In brand prison, all ideas originating outside of the designated creative team must pass through a series of approvals before being presented. If the idea does not fit the figurative keypad, you and your idea are not granted bail. When you put it that way, it sounds harsh. So why are companies still struggling to innovate?

Control is hard to surrender.

Sometimes we can't see what's right in front of our faces.

You don't realize everyone can think of creative ideas, and it's easier to outsource

Or maybe you've already realized your company is in brand prison, but you don't know exactly how to get out. The answer is simple, but not easy. Let all of your employees create! Unlock their potential and let them surprise you with the value they provide.

3 ways to unlock your company's innovative potential and break out of brand prison.

## **1. Take a genuine interest in your employee's individual lives**

By spending a little extra time with your employees, you will create a bond of trust with them and build your employer-employee relationship. Ask them about their hobbies, interests, and opinions. Learn more about their family, their background, and their motivations for work. The more you know about your employees, the more you can connect with them. These connections foster more meaningful relationships which can create a more comfortable work environment. Those that feel threatened or belittled by superiors are not going to produce quality work—or in this case, be creative. People are not motivated by things like fear or money. Rather, finding and fulfilling a purpose is a fundamental human need ([hbr.com](http://hbr.com)), and is what will motivate your employees. There is no way of knowing someone's purpose if you do not ask.

Everyone wants to feel important. It's your job to let your employees know their importance and to have a friendly relationship with them. Many companies have their management on a pedestal, never interacting with their colleagues. Don't let that be you. It's part of the CMO responsibilities to be truly interested in others and they will be more interested in helping the company succeed.

## **2. Dedicate time regularly for ALL employees to be creative**

There is a time and place for creativity is the wrong type of thinking. The most successful businesses recognize that creativity means success, and even the most monotonous of tasks can be revamped or made better with a few innovative thinking skills. Unknown to many people, creativity can be learned. It just takes time and practice!

By setting time apart for each employee to be creative, it allows them time to relax and let ideas float around. This allows crossover from different people to share ideas with other areas of work. Think of an engineer coming up with your new logo! This designated time allows people to have the confidence to share what they've come up with, knowing there is no judgment since everyone is doing the exact same thing.

For someone who is not initially inclined to think they are creative, they need a set time assigned to them to specifically be creative and think of new ideas! Whether to that person, it means drawing new designs, coming up with new slogans, reorganizing processes, or brainstorming new names for your products, everything they do is creative. Creativity just means coming up with a new solution.

At Lucidress, we do this by allowing anyone to create content within certain guardrails by using our product to set up templates for our own team. Anyone from sales to customer success can use these templates to pursue their own ideas for how to better reach a customer or even for a personal project.

## **3. Take field trips to unwind and find new perspectives in unfamiliar places**

Getting out together as a company into nature or even just to a local restaurant is more than just an expense. Doing this breaks social barriers and allows people to break out of their daily ruts and discover new ways of thinking. Every company has such diversity when it comes to thoughts and ideas, and when brought together into a new environment, opinions and conversations flow, which also allows you to cultivate respect in the workplace.

Try not to have these trips focused on work, allow the environment to dictate the conversation and creativity is bound to erupt!

Innovation within a company comes from everyone working together. With these three different ways of unlocking innovation strategy and creativity implemented into your company's culture and environment, you are bound to break out of brand prison or keep you from ever getting locked up.

[Click here](#) to see a list of brand templates that can help your creative juices flow!