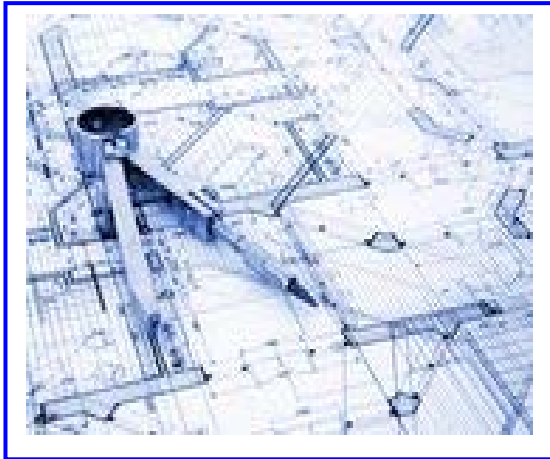


## The Creative Process: Phase 4 - Verification

Perhaps the phase with the greatest visible evidence, Verification is what takes place with your newly germinated idea. For the individual, this phase may be peer review of their creative output, or even showings at a gallery.



Many companies have excelled at assembling the apparatus to grow an idea into a product or service. Idea champions marshal the idea through stages of development and refinement, generating interest and investment to proceed. Some companies even advocate internal competition for those support resources in order to sharpen the decision-making criteria.

Very good companies have the ability to prototype the product and solicit consumer feedback in order to see how it would be received in real life. And the best are able to do all of this quickly, getting their new idea to market with a head start that is a competitive advantage.