

The maverick's always searching for new ideas

 By [Richard Clarke](#)

20 Jun 2004

The maverick is the person that is constantly agitating colleagues to find ways to do things better, smarter, quicker, more efficiently and at less cost. Mavericks exist all over the place and encounter varying degrees of toleration and exasperation, but they are essential in the dynamic that drives any successful company, initiative or project.

At a recent MFSA breakfast, Wolfgang Grulke described the maverick as "the person you don't want in your company". In other words the person who is never satisfied and is looking for the next challenge before the current one is completed. There is never much time for celebrations because the next problem is awaiting a solution.

The role of the maverick is paradoxical, as any company needs to reward staff but the tendency is to laze in the after glow of achievement and begin to stagnate.

Not all mavericks are as prickly and difficult to get on with as in the pictures painted so far, but they are driven by an internal dynamo that operates and flourishes at speeds in excess of other human forms.

The question I always throw into the mix in conversation with clients and potential clients is one guaranteed to raise eyebrows or bring out a wry grin. "Do you have somebody on board that is constantly searching for new ideas?"

The usual response is one of incredulity at my supposed naïve lack of insight. The creative and innovative process is not one that carries on regardless without fuel and constant attention.

Look at any company you regard as creative and innovative and you will find at least one person who fits the description of the maverick.

That person will probably have a history of employment where they felt unwanted but once they find their niche, the company will do all it possibly can to retain their services.

The point I am trying to make is that the maverick is not some quaint animal to marvel at and make faces at in the zoo. The maverick is a critical factor if a company wants growth, new products, to stay ahead of its competition or just to make money.

The question is: do you have somebody on board that is constantly searching for new ideas?

ABOUT RICHARD CLARKE

Richard Clarke founded Just Ideas, an ideas factory and implementation unit. He specialises in spotting opportunities, building ideas and watching them fly. Richard is also a freelance writer.

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