



Creative Thinking

10 Tips to Cultivate Creativity



What is Creativity?

Creativity is the act of turning new and imaginative ideas into reality.
Creativity is characterised by the ability to perceive the world in new ways...
and to generate solutions.

Creativity involves two processes: thinking, then producing.



**Cells that fire together,
wire together.**



7 Small Tips

- Schedule idea time to be creative
- Capture now, evaluate later
- Learn through collaboration
- Never stop editing
- Sleep on it
- Pick a bad idea
- Change your environment



The 3 Biggest Tips

- Write 10 variations of the same question
- Have a process
- Recognize patterns



10 Variations

“If I had an hour to solve a problem, I’d spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.”

- Albert Einstein



10 Variations

- How can I build a better mousetrap?
 - ◆ How do I get the mice out of my house?
 - ◆ What does a mouse want?
 - ◆ How can I make my backyard more attractive to a mouse than my house?



Have a Process

- Why, What if, How?
- 7 Stages of Creative Problem Solving



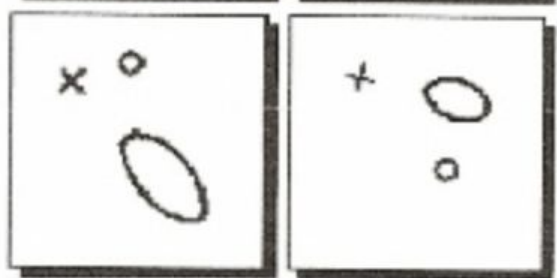
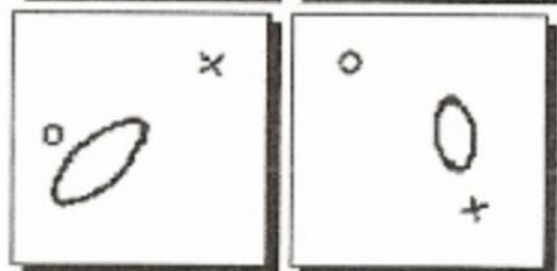
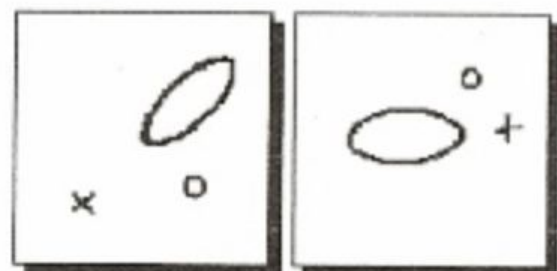
7 Stages of Creative Problem Solving

1. Identify Goal
2. Gather Data
3. Formulate Challenge Questions
4. Explore Ideas
5. Come Up With Solutions
6. Create an Action Plan
7. Take Action

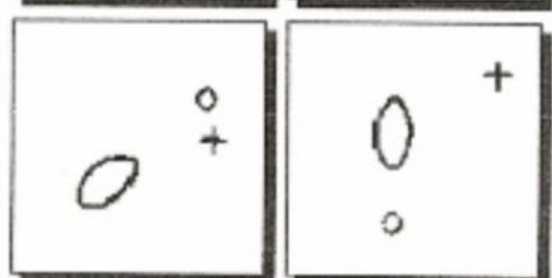
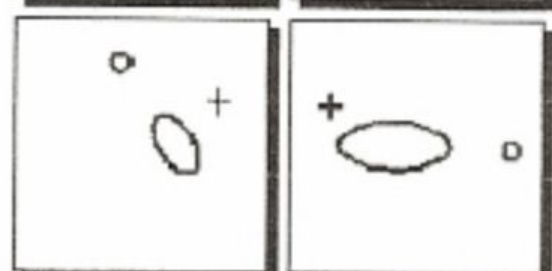
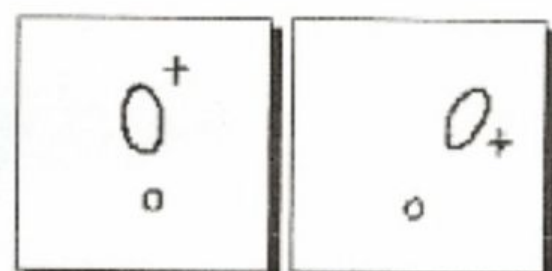


Recognize Patterns

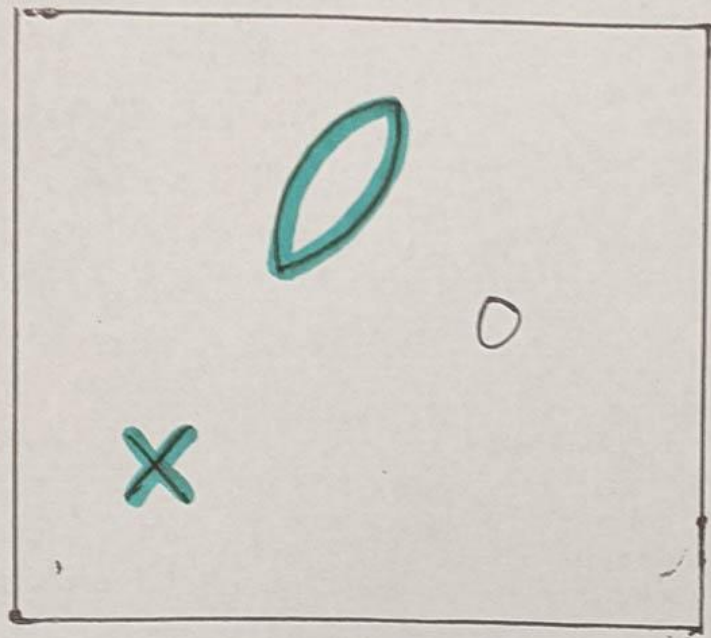
- Comparing disparate ideas is the secret sauce for creativity.
- Grow your pattern recognition skills.

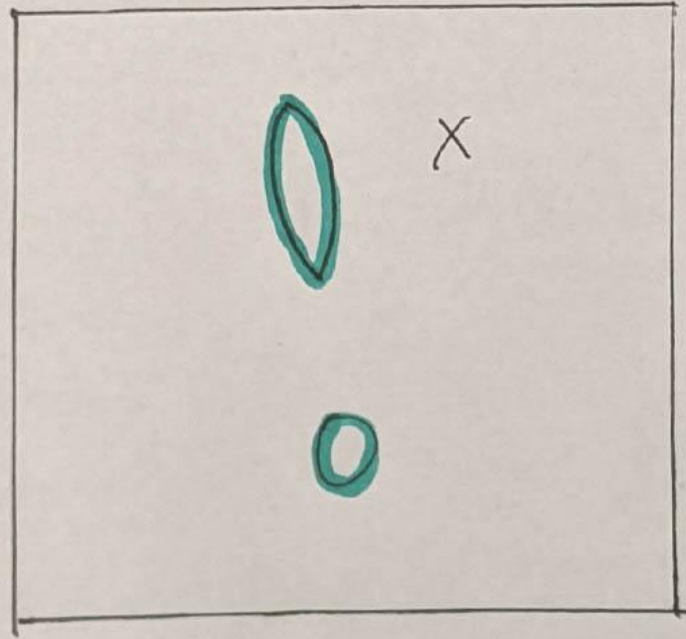


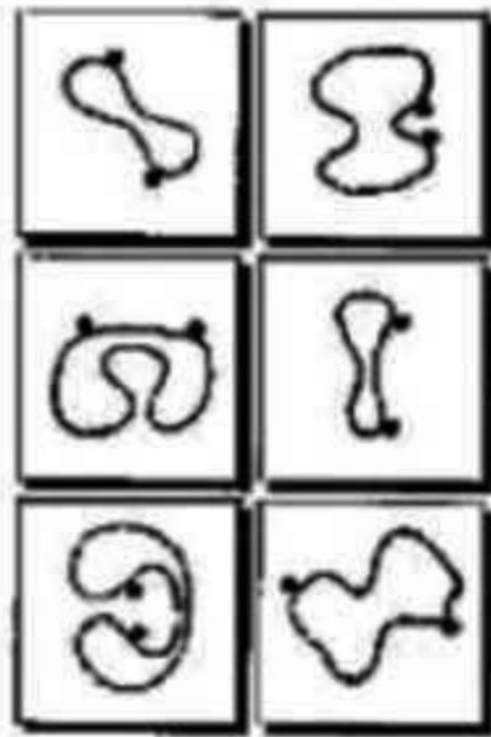
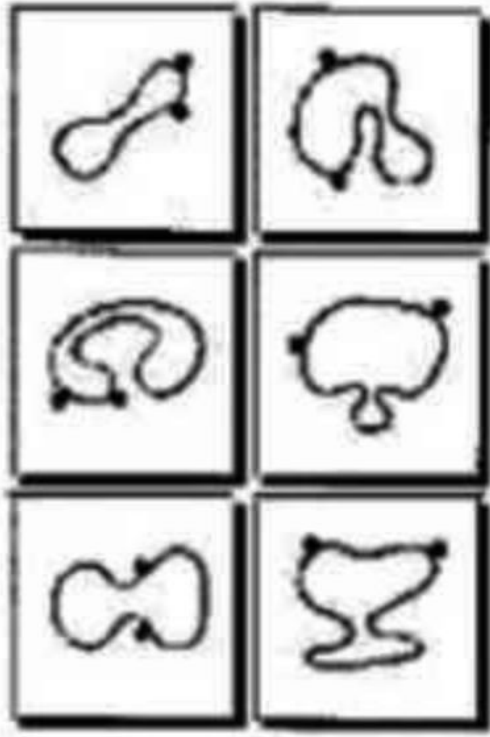
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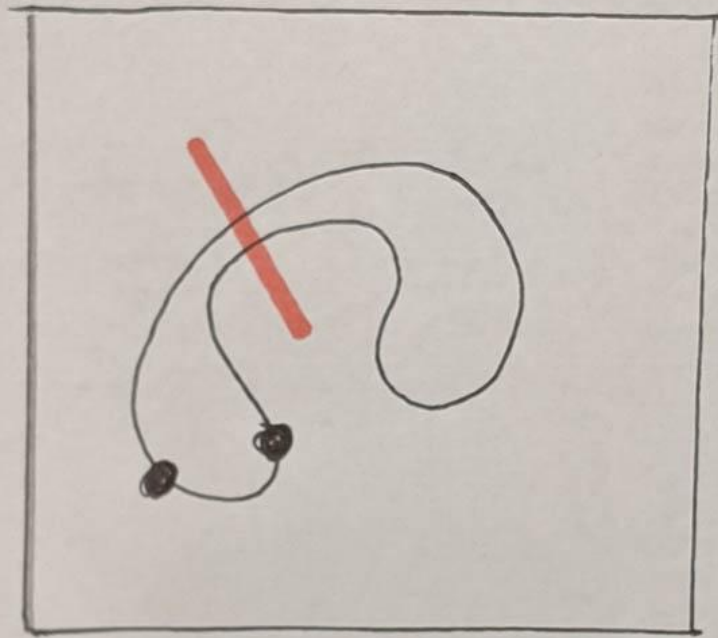


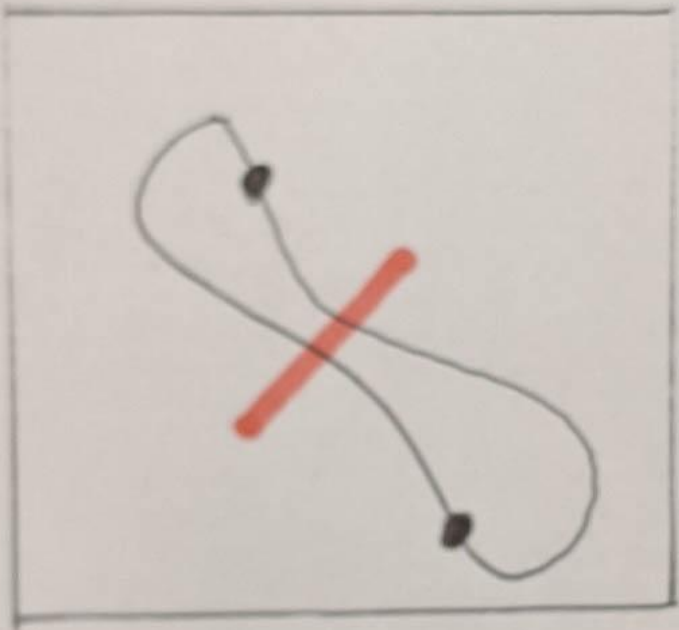
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Put it into practice.



**Work on your job instead of
in your job.**



**Schedule a time to work on
your high impact area.**



**Create a list of questions or
problem statements.**



Get input from others!!!



Establish a list of ideas.



Come up with a plan.