

QUICK REFERENCE TO UNLEASHING CREATIVITY

Creativity is ten percent inspiration, and ninety percent perspiration.

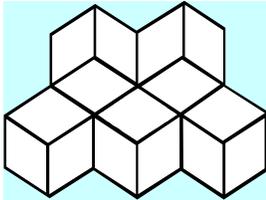
- Thomas Edison

The giant tree grows from a seed. Develop and nurture a working environment that encourages small suggestions.

- The Idea Book

Each of us is born creative, even if we are not artists or sculptors. The key to unleashing creativity is to reclaim what is rightfully yours – the right to laugh, imagine, and be curious about life in all of its aspects.

- Judy Laws, PhD, Foursight Consulting Group Inc.



Overcoming Blocks To Creativity

Blocks to creativity that can get in the way of our ability to unleash our creativity include:

- ✗ Habits and learning – our well-learned and habitual ways of thinking and responding.
- ✗ Rules and traditions – rules, policies, and traditions that guide personal, social and institutional behavior.
- ✗ Perceptual blocks – perceiving things in certain ways that lead us to “kick ourselves” for not seeing a solution later.
- ✗ Cultural blocks – social influence, expectations, and conformity pressures, all based social or institutional norms.
- ✗ Emotional blocks – anger, fear, anxiety, hate and even love that can interfere with clear thinking.
- ✗ Resource barriers – shortage of money, time, supplies or information.

To overcome these blocks we need to:

- ✓ Manage our fears – those “**F**alse **E**xpectations that **A**ppear **R**eal”
- ✓ Forget perfection – give yourself permission to fail often.
- ✓ Avoid skepticism in the early stages of an idea.
- ✓ Ask questions that get to the essence of problems. Ask “What” “Why” and “How.”
- ✓ Be on the look-out for “Specialist” disease.
- ✓ Break free of rules, traditions, habits and learning that are blinding you from seeing ideas.
- ✓ Challenge our assumptions. For every assumption you have about something, write the opposite.



Ways To Unleash Creativity

- ✓ Read odd stuff – look anywhere for ideas.
- ✓ Ask dumb questions. The computer mouse came as a result of someone asking, “How come computer commands all come from keyboards?”
- ✓ Believe – if only for a little while – that absolutely anything and everything is possible, and that any hurdles (if there are any) will be easily overcome by resources and avenues that will present themselves to you.
- ✓ Look everywhere you go and listen to everyone for potential ideas; ideas come from anywhere.
- ✓ Clear your mind – To make your mind receptive to different ideas, facts, or perspectives, you need the mental equivalent of a blank piece of paper – go to a quiet room, take a walk, listen to quiet music – to empty your mind.
- ✓ Start “Possibility scanning” - requires openness, sense of gratitude and appreciation, a willingness to ask new questions and not nay-say or edit.
- ✓ Regain your curiosity. If you can’t remember how, spend a day with a two-year old and learn from them.
- ✓ Eliminate “Ya but...” from your vocabulary replacing it with “Yes and...” and watch your creativity grow.
- ✓ Allow time for incubation – pose your problem in your mind and then let it go. Then listen to the solutions that come to you – in the shower, taking a walk, while driving your car, etc.
- ✓ Shush the inner critic – that little voice that undermines your creativity. Replace weed thoughts with seed thoughts.
- ✓ Laugh often, everyday. Children laugh about 400 times a day!
- ✓ Simply start doing – immerse yourself in a variety of creative task, i.e. gardening, cooking, reading about creative people, playing music, practicing being an artist, writing, etc.