

HOW DID THEY THINK OF THAT? GETTING MORE CREATIVE!

“LOCKED IN A BOX” - BARRIERS TO CREATIVE THINKING

1. FEAR & negative thoughts
2. MYTHS
 - a. *“I’m not creative”*
 - b. *“There is only one right answer”*
 - c. *“That’s a ridiculous idea”*
 - d. *“Creative people always have great ideas”*
3. PREJUDICE
 - a. Functional fixation
 - b. “It is not logical”
 - c. “It is not practical”

10 CHARACTERISTICS OF A CREATIVE PERSON

1. Curious
2. Seeks problems
3. Enjoys challenge
4. Optimistic
5. Able to suspend judgment
6. Imaginative
7. Views problems/challenges as opportunities
8. Views problems/challenges as interesting
9. Challenges assumptions
10. Doesn’t give up easily!

**“Don’t just think outside of
the box –
throw the box away!”**

“UNLOCK” AND GET THE CREATIVE JUICES FLOWING

1. **Brainstorming**
 - An idea generating technique.
2. **“Uses For”**
 - A technique where you think of a common object (like a shoe, pencil) and of all the possible uses for that object, disregarding what the object is normally used for, what it is named, or how it is usually thought of.
3. **“Improvements to”**
 - “Improvements to” is the counterpart of “uses for.”
 - This technique focuses on altering an item to enhance its original, given purpose.
4. **Doodling**
 - Doodles are lines on a page to which you add anything to create a drawing.
5. **Idea Generating Questions – The Journalistic Six**
 - This technique asks questions to stimulate curiosity and creativity.
 - The Journalistic Six: Who, What, Where, When, Why, and How?
6. **Historical Examination Questions**
 - Especially useful for generating ideas for improving something; by examining the history around a problem, a new vision can be created.
 - Consider: Essence, Origin, Purpose, Import, Reputation.
7. **Asking “What If”**
 - Involves describing an imagined action or solution and then examining the probable associated facts, consequences, or events.
8. **Attribute Analysis**
 - This technique breaks down a problem, idea, or thing into attributes or component parts, and then requires thinking about the attributes rather than the thing itself.
9. **Reversal**
 - This technique takes a situation as it is and turns it around, inside out, backwards, or upside down.
10. **Analogy and Metaphor**
 - Analogy: This method focuses on comparing the unfamiliar with something familiar and understandable.
 - Metaphor: The metaphor method uses a comparison between two unlike things, in which one thing is identified with the other.

11. **Trigger Concepts**

- An idea creating technique which brings an unrelated idea into the problem and requires creating connections between the two.

12. **Checklist**

- A checklist is a standard collection of items (things, verbs, questions, approaches, attributes) used to remind the creative thinker of possible ways to approach a problem or shape a solution.

TIPS AND RESOURCES

1. Carry a notebook and pen/pencil with you. If you think of an idea you can jot it down and ensure you will remember. When you later review your notes you might find that 90% are nothing special, however that 10% brilliance will make this activity worthwhile. You never know when inspiration will hit!
2. If you get stuck, do something different. Change your activity, environment, clothes! Gentle exercise can help stimulate your brain.
3. Try randomly selecting a word from the dictionary and formulating ideas from this word. Other suggestions for idea generation?
4. Read as much as you can about everything – the more variety the better! You never know what may provide fodder for creative connections and future inspiration.
5. Generate ideas first. Nothing more. Only after you have finished generating ideas should you even think about reviewing them and decide which one(s) to implement.
6. When generating ideas, whether alone or in a group, prohibit any criticism whatsoever. It is essential that you make note of every idea no matter how ridiculous or impossible it may seem. The silliest ideas are sometimes the most creative.
7. Do not stop at the first idea that comes to mind. The first good idea that comes to mind is seldom the most creative - largely because it is almost always the most obvious. Better to generate lots of ideas and then decide which ideas to choose
8. Refer to articles, books, internet research on creativity. Excellent resources include:
 - i. A Whack on the Side of the Head. Roger von Oech, 1998, Warner Books, Inc., New York, New York.
 - ii. The Imagineering Way. The Imagineers, 2003, Disney Enterprises Inc., New York, New York.
 - iii. “Boosting Creativity”, Jeffery Baumgartner (internet article).
 - iv. “10 Creative Myths”, Jeffery Baumgartner (internet article).
 - v. www.jpbc.com (more information on “doodling”).
 - vi. “Creative Thinking Techniques”, Robert Harris, Virtual Salt (internet).