

Creative Thinking

Why Be Creative?

- Brings change to your organization
- It can make things fun
- Ideas are like organisms. They can just keep growing and expanding.

Ideas have a life cycle, moving from birth to death. We need to continually generate new ideas because what worked two years ago, or even two months ago, may not work tomorrow.

Creativity Techniques

Focus and Let Go

- Focus to tap mental resources
- Let go to give your subconscious mind time to work

Cultivate Creative Serendipity

- This is the ability to see something valuable that you weren't even looking for

Keep Idea Files

- Include profound quotations, random insights, and great jokes
- Keep a journal of experiences

Create While You Sleep

- Ask yourself a question, as you are about to fall asleep
- Keep a pen and paper or tape recorder by the bed to record those ideas when you wake up thinking

Trust the Process

- Frustration and a feeling of being stuck are signals that the solution is near

Get Rid of Excuses

- What are three factors that will make it difficult to reach your objective?
- How can you get rid of these excuses?

Check Your Timing

- Never forget that the greatest idea at the wrong time is a losing idea
- When is the timing right for your idea?

Sell, Sell, Sell

- Even if you have the greatest idea in the world, if you don't sell it, you won't get very far with it

Don't Fall In Love with Ideas

- If you fall in love with an idea, you won't see the alternative approaches. You may miss opportunities

Think Like a Kid

- What would a six-year-old think if they were looking at your project?

Drop an Assumption

- What unnecessary assumptions can you eliminate?

Mental Locks to Creative Thinking

- 🔒 Searching for only one right answer
- 🔒 Trying to be logical all the time
- 🔒 Always following the rules
- 🔒 Trying to be practical all the time
- 🔒 Never making mistakes
- 🔒 Believing that you are not creative

