

## How to get your creative juices flowing.....



“Creativity is the hidden capacity to think about ourselves, others, objects, events and circumstances in original and unique ways.”

“Creativity allows us to overcome great odds, problems and challenges that may be standing in the way of success.”

In his book “A Whole New Mind”, Daniel Pink identifies the 21<sup>st</sup> century as the Conceptual Age, where successful individuals and organisations will be those who think creatively, generate new ideas and concepts, and innovate effectively.

Here are some key techniques for creative thinking. You can also download our free resource: **“62 ways to be more creative at work”** for lots more tips and ideas to help you get your creative juices flowing.

## How we think...

**Reproductive thinking** = Ideas based on previous or existing experience, knowledge, education, values

**Productive thinking** = Identification of lots of new and unconventional thoughts, ideas and solutions

## A creative state of mind...

- **Be relaxed:** Use breathing and other relaxation techniques. Be aware of the 3 B's "bed, bath and bus" ideas
- **Be open:** Take in new stimuli. Don't judge or reject ideas - nurture them to see how they develop.
- **Be fresh:** Awaken new senses. Break old habits and get out of auto-pilot - drive a different route to work, sleep on a different side of the bed, order different food in restaurants.
- **Be bold:** Don't be afraid to try new things and take risks. Some things will fail, but others will succeed and make up for them.

## Techniques for creative thinking...

### a) See what no-one else is seeing:

- **Look at the issue in lots of different ways** – view it from different perspectives
- **Make your thoughts visible** – use drawings, charts, mind maps, models, collages

### b) Think what no-one else is thinking:

- **Generate LOTS of ideas** – keep going to find as many as possible and don't judge their value
- **Make unusual connections** – use words, objects, stories pictures to connect the unconnected or to make novel links between ideas or things.
- **Look at the other side** - reverse the scenario, turn it inside out, look at it backwards, consider the opposite scenario

- **Look in other worlds** – what would happen in nature/on the moon, in another country/ in the sky/underground/in science/in archaeology/in an animal rescue centre?
- **Find what you are not looking for** – be open to ideas or solutions which crop up to different problems – it may be workable even if it's not the issue you were looking at.
- **Collaborate with others** – 2 heads are always better than one and even more is even better. Bounce ideas around with others.

*“The true voyage of discovery lies not in seeking new landscapes, but in having new eyes”*  
*Marcel Proust*

*“Before the beginning of great brilliance, there must be chaos. Before a brilliant person begins something great, he must look foolish to the crowd”*  
*I Ching*

*“The best way to have a good idea is to have lots of ideas”*

*Linus Pauling*

If you want to develop your own creativity, or improve problem solving, idea generation and creative thinking in your team or company, try one of our creative thinking events:

- 3 hour Creative Thinking Workshop
- 1 day Creative Thinking training course
- 1 day “Inspiration Day”

*To find out more call us on 01749 786357  
 or email [info@salt-box.co.uk](mailto:info@salt-box.co.uk)*

## Examples of creative thinking techniques

Technique	Useful for			
	Generating new ideas	Problem solving	Identifying new opportunities	Planning and evaluating
Mind mapping	✓	✓	✓	✓
Fishbone diagram		✓		✓
30 second consultant	✓	✓	✓	
Random objects/random images/random words	✓	✓	✓	
What if .....?	✓	✓	✓	
6 thinking hats		✓		✓
Disney Creative Strategy	✓	✓	✓	✓
Sand Tray		✓	✓	
Lotus Blossom	✓	✓	✓	
Collage making	✓		✓	
Appreciative Enquiry		✓		

