



Creative Session Notes  
Aug 16, 2006

## 1. CHANGE

*Make a Change to loosen up your creativity.*

Any change will do. Drive home a different way tonight. Try a new lipstick. Talk to a stranger in line. Turn your desk around.

There is only 1 letter difference between **CHANGE** and **CHANCE**. So...Take a chance. Make a change. Don't fear change. Without change there would be no butterflies.

### HERE'S ANOTHER WORD GAME: **RECREATION**

Break it down into **re** **creation.** → Creating again.

Recreation, vacations and exercise help shake up the brain cells. A healthy body results in a healthy head. Take a break from your regular gym routine and work out at a local playground. Playing hopscotch, pumping legs on the swings and climbing jungle gyms isn't just for kids!

Or try gardening or going on simple walks to cultivate a connection with nature. We're all in this world forever. Embrace it. Get to know it again. **Go on a nature walk with child's eyes.** Challenge yourself to make each of your senses more open and aware, in the way that a child takes in the world.

Anne Frank wrote, "The best remedy for those who are afraid, lonely or unhappy is to go outside, somewhere where they can be quiet, alone with the heavens, nature and God."

## 2. THINK FOR YOURSELF

In the word **LIMITATION** lays the word **imitation**.

**We limit our own creativity by trying to imitate. Instead, think creatively for yourself.**

Creative Myths we should all wipe from our brains:

**Don't fall for the **I AM NOT CREATIVE MYTH.****

The truth is we are all creative. And while some people are naturally more creative than others, we can all have creative ideas. The problem is, as we grow older, most of us learn to inhibit our creativity for reasons relating to work, acceptable behavior and just the notion of being a grown-up. Be honest with your intentions and nothing is "wrong".

### **Don't fall for the IT'S JUST A STUPID IDEA MYTH.**

Dianne loves this one! People say this kind of thing to colleagues, family and even to themselves. "That's a crazy idea?" "That will never work!" Indeed, this is one reason why people believe they are not creative: they have got into such a habit of censoring their OWN creative ideas, by telling themselves that their ideas are stupid. Soon they no longer feel creative.

*Next time you have an idea you think is stupid, don't censor it. Rather, ask yourself how you could improve the idea.*

### **Don't fall for the LEAVE THE THINKING FOR THE CREATIVE PEOPLE Myth:**

Want ideas? Then bring in the sales, accounting, human resources, financial, administrative, production, design, research, legal teams and other people in the company for a brainstorming or problem solving event. Such a wide range of knowledge, experience, perspectives and backgrounds will encourage a wide range of ideas. And that results in more *creative* ideas.

### **Don't fall for the IF IT AIN'T BROKE DON'T FIX IT MYTH**

If something works well, whether it is a machine or a *process*, we often feel there is no need to change the way it works. Fortunately, Dr. Hans von Ohain and Sir Frank Whittle didn't think like that – or we'd still be flying in propeller aeroplanes. Bear in mind that propeller aeroplanes were working perfectly fine when these 2 gentlemen invented the jet engine.

### **Then there is the: I don't need a notebook. I always remember my ideas myth**

Maybe. But I doubt it. When we are inspired by an idea, that idea is very often *out of context* with what we are doing. Perhaps a dream we had upon waking inspires us with the solution to a problem. But, then we shower, get the children up, have breakfast, run through in our minds a phone call we'll be making in the morning, panic that the kids will miss their bus, run for the train, check email, etc - until late afternoon when you finally have time to think about the problem. How likely are you really to remember the idea you had upon waking? **Keep a journal: carry a small notebook and a pen with you.** That way, if you are struck by an idea, you can quickly jot it down. Upon rereading your notes, you may discover about 90% of your ideas are daft. Don't worry, that's normal. What's important are the 10% that are BRILLIANT. [Say it with me now – Brilliant!](#)

**Don't fall for the I Can't Draw myth.** **Doodle.** Color the negative space. Break a crayon.

## **3. Find your inner child**

Write **some things you loved as a child.** What colors, clothes, games, toys, activities and dreams did you enjoy? Did you ride your bike to feel a sense of freedom? Did you read books about exciting places to explore in your mind? Did you play alone or with others? Which childhood pastimes are currently in your life? Which have you not enjoyed in years? Make a plan to rekindle some of your childhood loves in your daily life, today.

#### 4. THINK CREATIVLY:

**Change your perspective:** Tear a picture out of a magazine and look at it upside down.

BE THE LITTLE ENGINE THAT COULD – tell yourself I CAN I CAN I CAN, then ask **HOW CAN I?**

Define your problem to someone else in deep detail, in an email. Then **don't** send it, reread it to find your solution.

Stop making lists. It's very left brained. **Use your right brain and draw your goal.** Grab some crayons, markers or colored pencils. Draw a picture of what it will look like when you've reached your goal. Make it detailed, vivid and kid-like! When you're done, hold it up proudly and draw a smiley face that says "Good Job"! Tape it to your refrigerator.

Read as much as you can about everything possible. Books exercise your brain, provide inspiration and fill you with information that allows you to make creative connections easily. Look at stuff harder and take the time to stop and read it.

Move your sticky notes around. You'll stop noticing them if they are always in the same place.

#### 5. WAYS TO PLAY CREATIVLY:

The dictionary game. One person is 'IT' and flips through the dictionary. IT writes down a word they think noone else will know the definition of. They write down the real definition and everyone else writes down a made up definition. IT reads all the definitions out loud in a mixed up order without saying whose is whose. Then IT reads them again and everyone votes on which they think is the REAL definition. The one who stumps people into voting for their fake definition, wins! They should be given chocolate.

Pretend you are currently living your **ideal** life and describe your home, friends, clothes, work setting, weekend activities...

**Lift your right foot off the floor and make clockwise circles with** it. Now, while doing this, draw the number "6" in the air with your right hand. Your foot will change direction!!!

Can you draw a square in the air with your right hand while drawing a triangle in the air with your left hand?

#### And Finally...

Don't do drugs.

People on drugs think they are creative.

To everyone else, they seem like people on drugs.