



CREATIVITY

HOW TO BE CREATIVE

**PROGRAMMING
YOUR MIND FOR IDEA
GENERATION**

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A Book for Aspiring Inventors

HOW TO BE CREATIVE

Programming Your Mind for Idea Generation

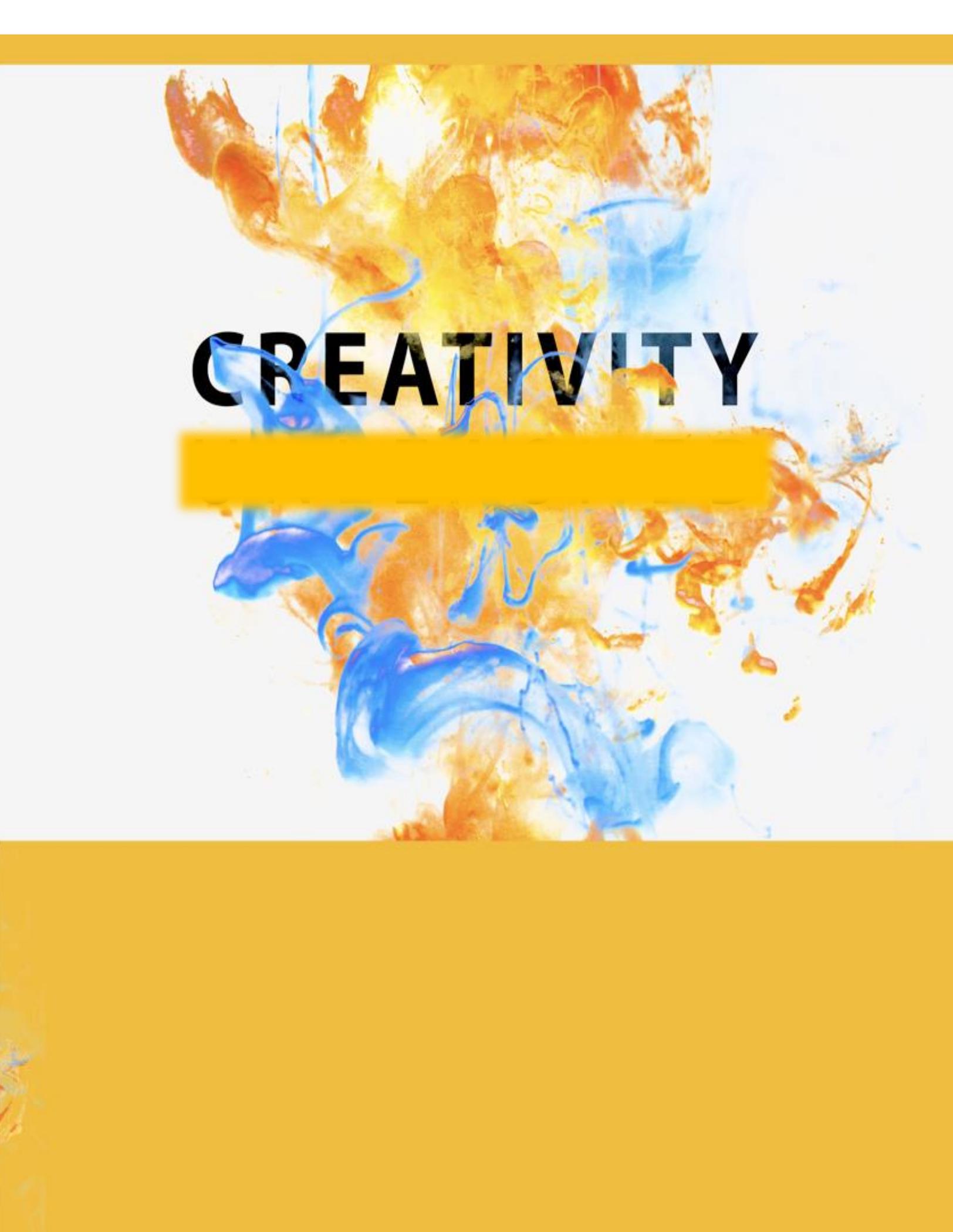
AUTRIGE DENNIS

How to Be Creative– Programming Your Mind for Idea Generation

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The image features a central abstract composition of vibrant yellow and blue splashes and ink-like patterns on a white background. A solid yellow horizontal bar is positioned across the middle, partially overlapping the word 'CREATIVITY'. The overall aesthetic is dynamic and artistic, suggesting themes of innovation and creative expression.

CREATIVITY

**"CREATIVITY IS THE
GREATEST EXPRESSION
OF LIBERTY"**
- Bryant H. McGill

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**"IMAGINATION IS
MORE IMPORTANT THAN
KNOWLEDGE"**
- Albert Einstein

**THE WORST
ENEMY TO CREATIVITY
IS SELF-DOUBT**
- Sylvia Plath

**"TO BE CREATIVE
MEANS TO BE IN LOVE
WITH LIFE"**
- Osho

“

**Creativity
Takes Courage**

- *Henri Matisse*

“

**If you can
dream it, you
can do it**

- *Walt Disney*

“

**Be yourself.
Everyone else is
already taken**

- *Oscar Wilde*

**“YOU CAN'T USE UP
CREATIVITY. THE
MORE YOU USE THE
MORE YOU HAVE”**

- *Maya Angelou*

**“THE COMFORT ZONE
IS THE GREAT ENEMY
TO CREATIVITY”**

- *Dan Stevens*

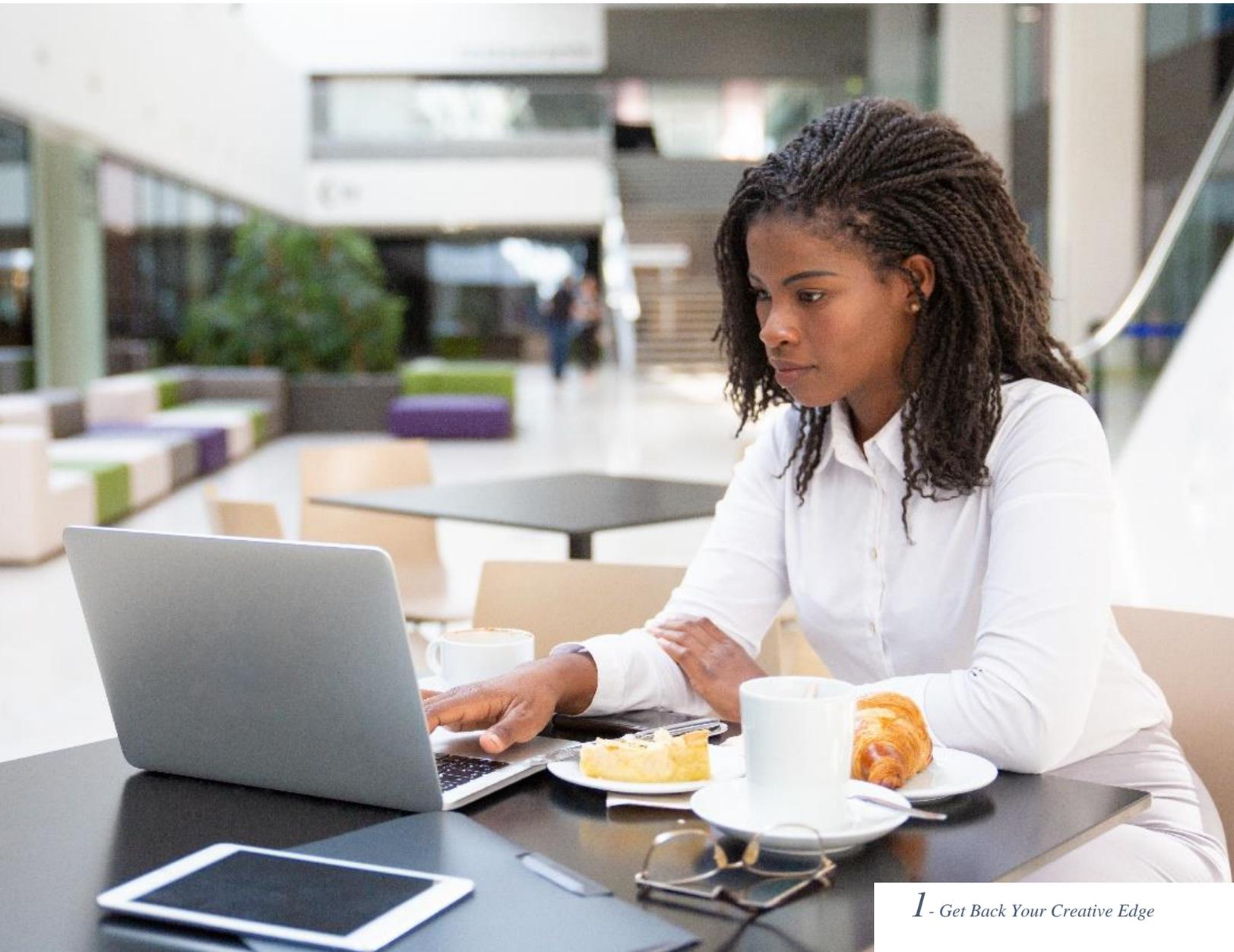
“

**Replace
Fear With
Curiosity**

- *Steven Spielberg*

-Introduction- Get Back Your Creative Edge

Creativity is the natural quest for originality. As children, we created imaginary worlds and scenes, we make funny sounds and



dances. We spent countless hours per day creating our own form of art and toys. As we get older however, some of us slowly begin to lose the creativity spark. Suddenly, we stopped attempting to build objects, or draw a picture that pleased us. The creativity section in our brain started to dwindle in size due to fear of negativism.

Researchers used the term “brain plasticity” to describe the growth of the brain. If your brain is bombarded by fear of many things in your daily life or negative emotions, the temporal lobe

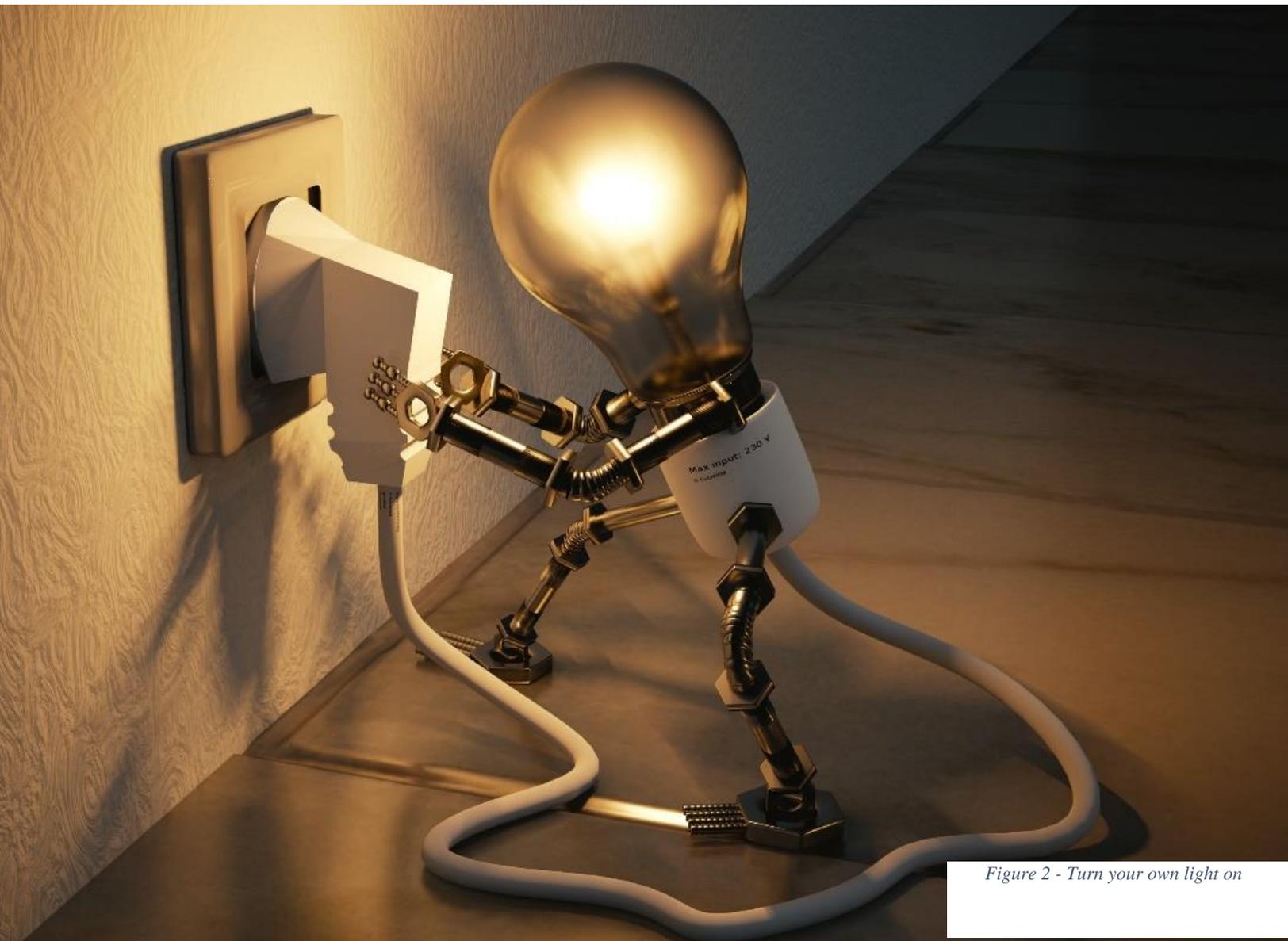


Figure 2 - Turn your own light on

can physically shrink thus, increasing the size of the amygdala. As the amygdala grows, it starts to increase its radar in terms of looking for something to be afraid of, even if there is nothing to be afraid of. For example, it starts to look for a reason to not start, or a reason to give up. It starts to pay more attention to what people will think about the idea, the drawing, or even the journey.





You can get back your creativity. In this book we will explore ways you can recognize and develop your creativity. Upon



completion of the book, the skills that you have infused into your subconscious mind will be at your fingertips. The only requirement is that you take the necessary action in fine tuning your Power of Creativity.



Chapter 1

The Benefits of Being Creative



If you were to survey a few people ask them “what are the benefits of being creative,” what response do you think you would get?

There are many benefits to being creative and working on developing your creative mind. One of such benefits is **good health**. Engaging in creative projects has been shown to lower stress levels.



Studies have shown that people who engage in any type of writing such as writing a journal, or a novel often find that it relieves emotional trauma.

Molding clay for example helps people reconnect with who they are and has been very positive for people who suffer from cancer.



The destructive nature of cancer can make people question their lives and often ask themselves what they did to deserve such a thing. Engaging in creative task brings back a sense of peace that people tend to lose when they are very ill.



Are you in chronic pain? Writing a journal or even a short story about your pain, with perhaps you as the lead character has been shown to reduce chronic pain levels. This may not help overnight but the daily practice of writing about why you are in pain and how you are learning to cope, works as a pain reliever over time.

Creativity can also help with your **self-awareness and self-confidence**. You get a better sense of who you are as a person and even think of ways to improve yourself.

Each creative piece that you complete, whether it is a painting or a piece of writing, helps your self-confidence to grow. It won't matter if you never sell the painting or the written piece of work... you will still reap the rewards even if you give it to someone for free.



Without a doubt, the person who completes a painting, writes a short story or completes a good book, comes out far ahead with some level of self-confidence and a sense of accomplishment. How then can you learn to be creative?



Chapter 2

Learning to Be Creative

As a child, you paint or draw a picture and your parents are so excited, no judgement, it goes up on the fridge. It doesn't matter that they think it's a cow, when you actually drew a dog. You created something and it is just as thrilling to your parents as the

A close-up photograph of a child's hands, which are completely covered in vibrant, multi-colored paint. The colors include red, blue, green, yellow, and purple, creating a marbled effect. The child's face is partially visible in the background, looking towards the camera. A yellow banner with black text is positioned in the upper right corner of the image.

Can We Learn To Be Creative?

As a child, your mind is still free and your creativity has no limits

first time you took a step. However, as you get older, negative comments or even well-intentioned criticism about what you create, starts to affect your mind in a negative way.



There is very little creativity in schools and the old joke about having to learn stuff that you will never use again rings true. **For example, we were always told to do the math and show the work because you won't always have a calculator in your book bag.**

a viable business, but they may be afraid that they will fail. They may also find that ideas are just not flowing. You should never be afraid to fail because there is really no such thing. If that business you are thinking about starting is not a money or time pit, you do what you want to do and when it doesn't work, you adapt and do





it again until it does. To be creative, you must practice or engage in the creative work often just as you would if you wanted to learn a musical instrument. Practice your writing, your scrapbooking, your coding skills and even your drawing. I remember as a kid in Africa, I fell in love with fine writing. I used to love writing each



calligraphy letter both upper and lower cases. I would use anything I could find, from simply drawing in the sand with my finger to using charcoal on the cement. In time, I've mastered all

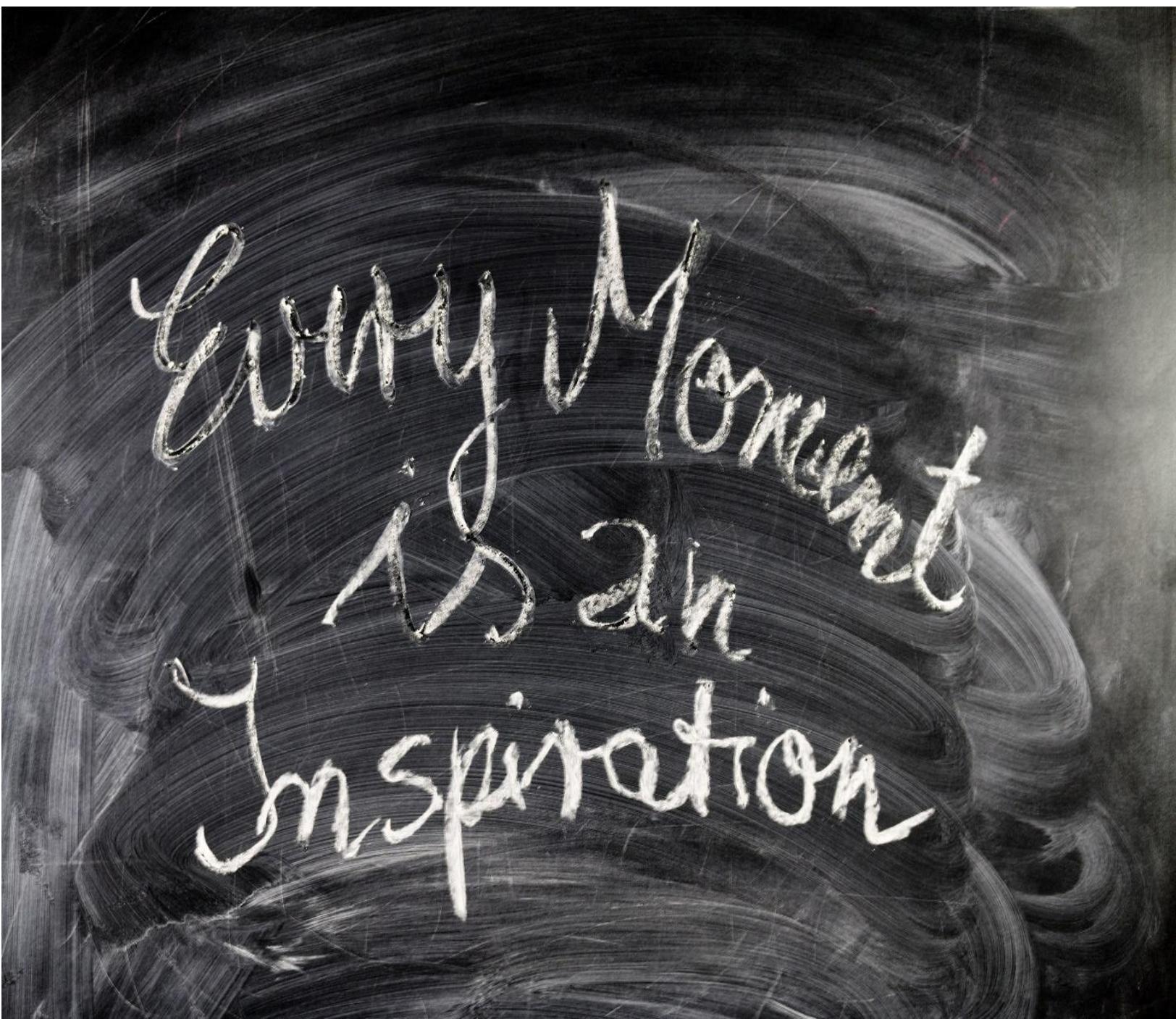


the alphabet both upper and lowercases. My friends would pay me to design their names in their textbooks. Calligraphy is now one of my favorite way to destress. I did not go to school to learn to write calligraphy, it was just something I did as a habit. The same habit that makes a person learn to type very fast on the cellphone. You don't remember learning it, you just develop the skill.



There are courses that you can take to help you cultivate your writing and drawing skills. At [Udemy.com](https://www.udemy.com), which is an online learning platform, you can find courses to spark your imagination. One such course would be, “50 Drawing and Doodling exercises to Improve Your Creativity.” If you feel the need to sell your creative work, go right ahead and sell it. Yes, everything you

create can be sold for money, no matter how you put it together. I remembered video capturing my drawing screen and making a video of my mouse doing a random drawing. I fell in love with the drawing video. While preparing drawing for a client I showed him the video and said I can make his video like that. Though he had seen his finished drawing on paper, he had never seen his



Every Moment
is an
Inspiration

drawing in the process of been done in a video. It's like a sonogram of his drawing. Though he had paid for his paper drawing, he was very happy to pay again for a three-minute video of me working on his drawing. He had a totally different use for that drawing video. That little creative exercise paid me \$50 and a business idea was born.

People who want to be more creative and are open to learning will have a much easier time than those who are close minded. It is important to be open to new ideas. For example, are you stuck in the idea that you must use a brush when painting? If so, you are missing out on creativity. Instead, why not be open to using different tools when painting such as a credit card to make sharp lines or using a Q-tip instead of a brush.

The same thing goes for creating anything. Think as they say... outside the box. Ask yourself questions. One of the biggest and most usable questions is, "What if." Creativity soared with the idea of "What if". Use the "What if" question yourself frequently and you will be surprised how it really sparks your creativity.

I remembered cleaning some ceiling fans in a large hall. I was up on a ladder dusting the ceiling fans. I told the kids that were helping hold the ladder **what if** I could design some



programmable drones that would look like a ceiling fan but hover or fly around like a drone. It would consistently fly at the same level as a regular ceiling fan around the hall and keep people cool for a set amount of time. That led to a spirited conversation. The

kids started giving me ideas, suggestions, and possible drawbacks. We brainstormed the features of the fan. The fan would have a synchronized built-in Bluetooth speaker that doubled as the surround sound for the auditorium. It could be



programmed to avoid obstacles or each other and could dock themselves on the ceiling of the room to recharge with a click of a remote or when it senses the battery is running low. We also discussed that when docked, the fan can operate like a regular fan from the ceiling. This was something I only said I was thinking

about, not actually building. I was simply training my brain for discovery with no boundaries.



Creativity becomes easier if you are a reader. Picking up books on topics that interest you, then brainstorming different ideas to expand on what you read, will assist in learning to be creative.



Biographies are very entertaining to read, and you get to see how very successful creative people got to the point that they did. You learn the pitfalls and the advantages of being creative.

When reading to improve your knowledge base and gain ideas, always have a notebook handy. Jot down what appeals to you in the book and then expand by asking yourself why this is so.

Another way to be creative and grow in confidence is to explain things to yourself. Having a conversation with yourself can take place out loud or in your head. One way to use this idea is to watch a documentary on a creative subject you love. For example, a document on flower arrangement or decorative gardening. Watch documentaries on the subject and then explain to yourself why the person used a particular type of flower for the border. Ask yourself questions to prompt your creative spark. Use questions like “what other flower would be acceptable for a border around the larger flowers, or what if I replaced the carnations with lilies and added colored sand in the base of the clear vase. This concept applies to any creative project. Your creativity will soar if you use these ideas to get your brain fine-tuned.

Chapter 3

How to Develop a Creative Mindset



The practice of going from a negative thinker to a positive thinker will help you in every area of your life. If you haven't been working on this, then start today.

To get started on this, search out affirmations that affirm your creativity. One hotspot for those types of affirmations is Louise Hay's books or her website. Louise started Hay House publishing



many years ago and her affirmations are available for you. You can find a number of the affirmations on the internet. Take the ones that speak to you and write them out 25 times. When you

repeat these affirmations to yourself for a time, you will notice a shift in your thinking. Be careful not to think too highly of yourself. It's also helpful to come up with a mental red stop sign that you can pop into your head every time you tell yourself that you are not creative, or if you feel that learning to be creative



again is too difficult. Get into the habit of popping that big sign up in your head when you start feeling negativity about being creative. The next step is to run down a list of reasons why you know you are creative. Go all the way back in your life and pull up those memories and take the best ones to hold in your mind.

The positive memories of creativity will push down the negative thoughts and not give them room to grow.

This technique of using a mental image of a stop sign will even work when faced with skepticism or rejection. Don't let other's negative opinion affect you in any way. First listen to it fully, then



quietly take the good ones and mentally dismiss the negative ones.

There is no need to get angry when someone is not onboard with your creativity. In fact, don't expect those closer to you to buy anything or be interested in anything you create. When someone give a negative reaction, be it comments etc., you can simply smile and thank them for caring enough to comment, yet in your mind you need to throw up that big red stop sign. This will stop their negative comments from flowing into your subconscious mind and destroying the beliefs you are building about your creativity.

Another tool for developing a creative mindset is tolerating ambiguity. While wanting every round peg to fit in a round hole, life often throws different sizes and shapes at us. Tolerating ambiguity in your creative world means you have to let go of being certain that one path is the only path. Let your mind open up and explore multiple possibilities without rushing to conclusion.

Chapter 4

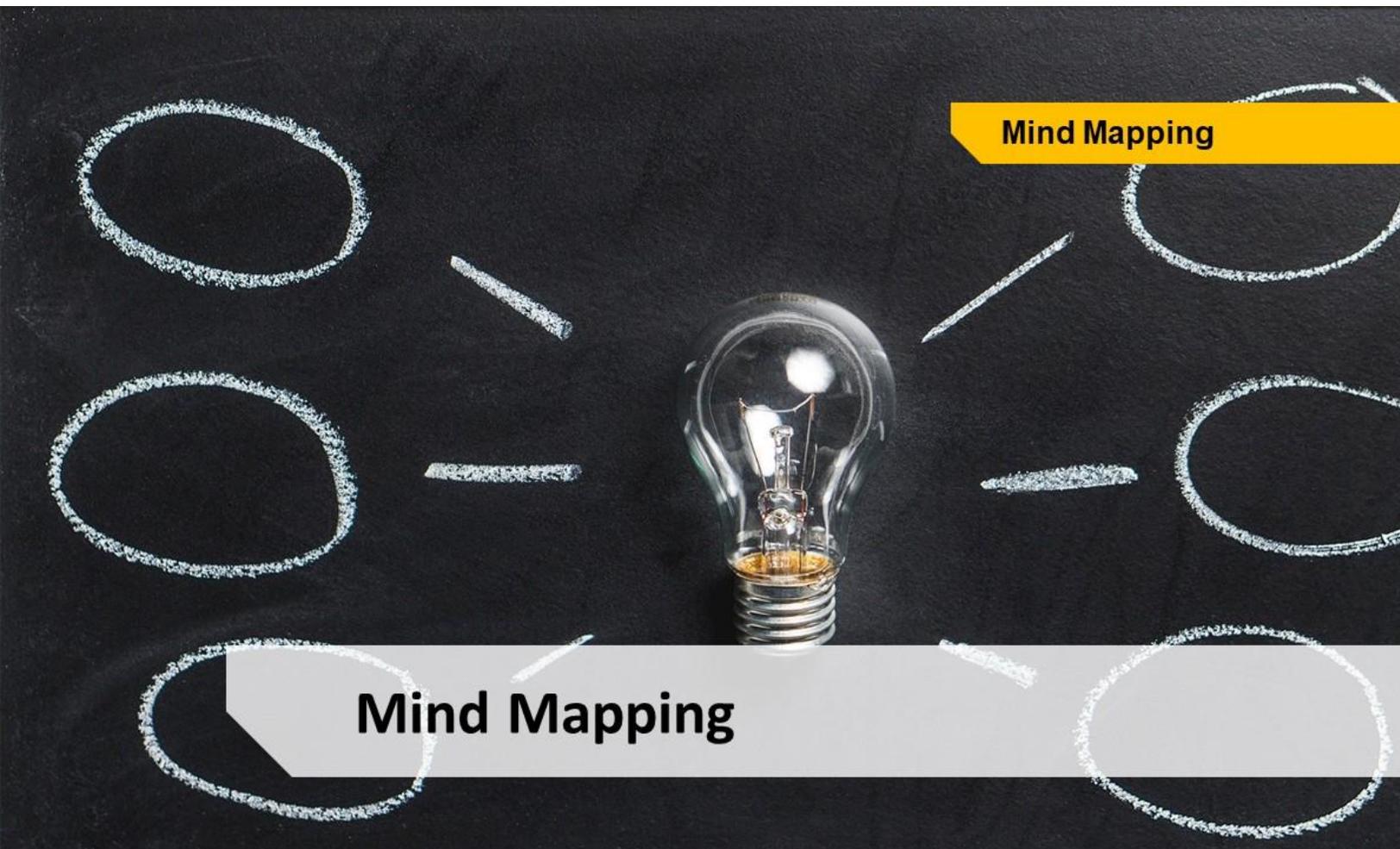
12 Top Creativity Techniques

Creativity techniques are methods that encourages the development of a creative mind that would help you in the arts, in your business or your personal life.

They focus on a variety of aspects of creativity, including techniques for idea generation, thinking differently, problem-solving, methods of re-framing problems and so on. We have added a few of the most popular Creativity techniques. Read on to determine which is best for you or your business. You should make some notes for this section if you haven't already been doing so. Rearrange the order of the techniques to ensure that you have the ones that are best suited for you at the very top of the list. Give each one attention and don't dismiss the power of techniques you may not have heard of. Your results will skyrocket this way.

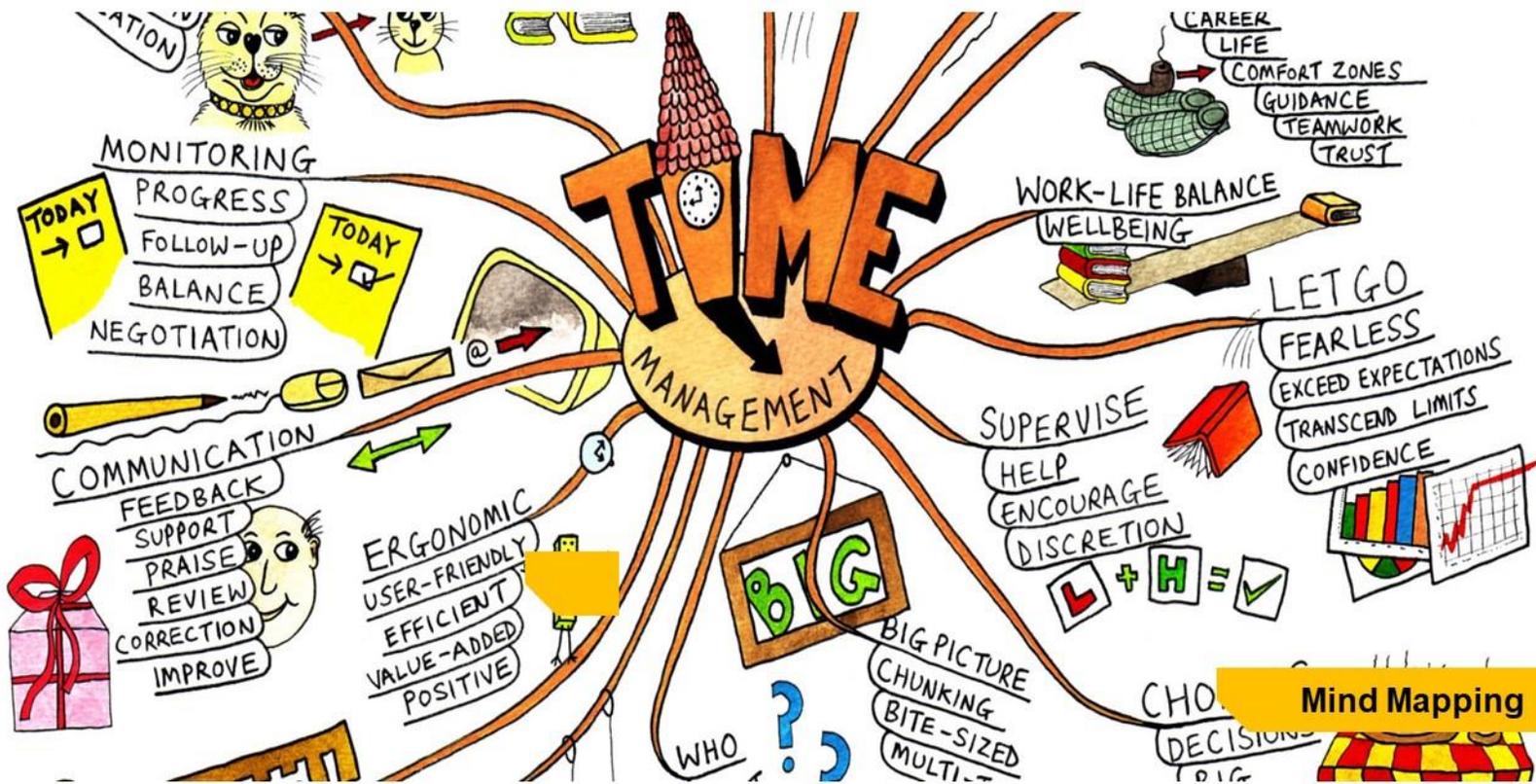
Mind Mapping

This technique is creative in its very nature. Mind mapping can be done with pencil and paper or by using mind mapping apps. You can use words, images and colors, which will spark your creativity. By placing the idea you want to mind map at the center, you can then add branches of subjects and sub-subjects. Mind mapping help you retain your ideas.



Since the words and images are at your fingertips for easy referencing due to the combination, it will easily be at the forefront of your thought.

A mind map helps you create more ideas for creativity, than sitting down and making a written list. A branch on a mind map



will have a sub-branch added, with a new idea for exploring. People who use mind maps for everything from business to

creativity, find that it allows them to delve deeper into their minds for ideas that may be hidden deep in the subconscious.

Creative people often have mind blockage from time to time. They stare at a blank page or screen and just cannot get started. Writers who use mind maps finds that it helps them overcomes writers block as they start at the center with just one central idea and work outwards bit by bit.

It's best to use an image for the center of the mind map because the images spark a paragraph of words in your mind instead of a single word. The mind map allows writers to see what they want



to say and then expand upon it. **As they build a branch, they make sure it is curved and not straight.** The reasoning behind this is that it helps keep your brain engaged thus, fostering more ideas. Straight lines put your brain into neutral, while curving lines is like gear shifting to your brain. Start exploring mind maps for creativity today and you are assured of generating some great ideas.

Brainstorming

Brainstorming is the first step in the exploration phase of a new project therefore, it is important to be open to all ideas and possibilities. The top priority of brainstorming is quantity over quality. This is not the moment to see if an idea is feasible or realistic. Brainstorming works well in a group setting. One thing I encourage is to find a creative buddy or buddies you can work together with on a creative project. Once again, it's important to avoid judging, analyzing or evaluating during this phase. You want to be able to explore all the possibilities and ideas, even the craziest ones.

What you have done is planted seeds of possibilities and when you try to force seeds, they won't grow. If you add a little water and step back, the next time you look, you see sprouts. Brainstorming ideas on your own (as opposed to doing it in a



group setting) works the same way. Sit down with pen or a blank document in your computer. Start putting down random ideas, if they seem totally off the wall. Don't dismiss anything.

After a nice session of brainstorming, walk away. Go do something totally different like exercise, watch a movie, read a book. In the background, your subconscious mind will work on the brainstorming ideas and suddenly it throws an idea straight to your conscious mind. That idea might not even be in your notes, but it will be related somehow. By not forcing the ideas out, you give them time to sprout.

Six Thinking Hats



This revolutionary process was created by Dr Edward Debono and it involves mentally wearing a different colored hat for each thought process. As an experiment some have actually bought the six different colored hats and worn each one while exploring what the hat means. We will go through each color hat and what thought process will be going on while you envision it sitting on your head.

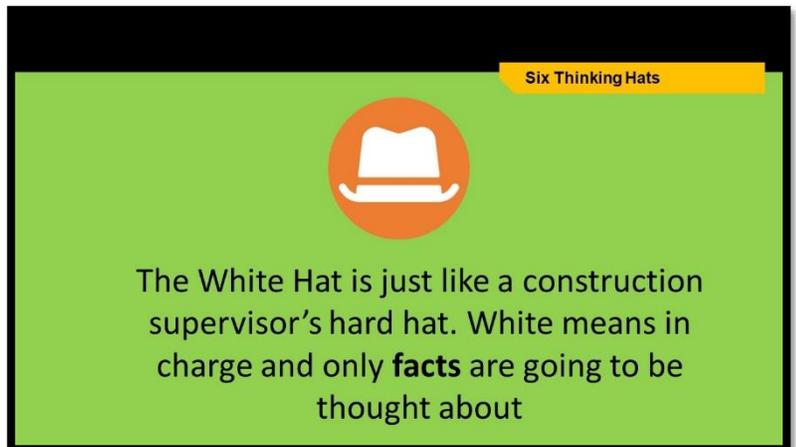


The White Hat

This hat is just like a construction supervisor's hard hat. White means in charge and only facts are going to be thought about.

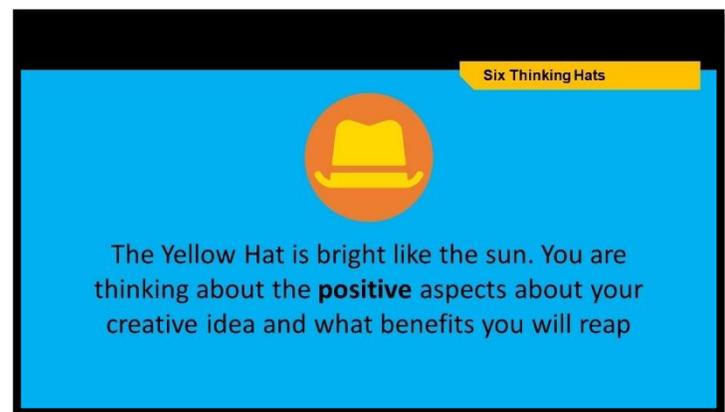
There is no fantasy allowed, just asking yourself what information you have or need, to start this creative idea you are going to do. For example, a

white hat would have you saying to yourself, "I have the best tutorial available on this subject. I now need to watch it and take notes."



The Yellow Hat

This hat is bright like the sun. You are thinking about the positive aspects about your creative idea and what benefits you will reap. For instance, you intend to paint a rose garden and give the painting

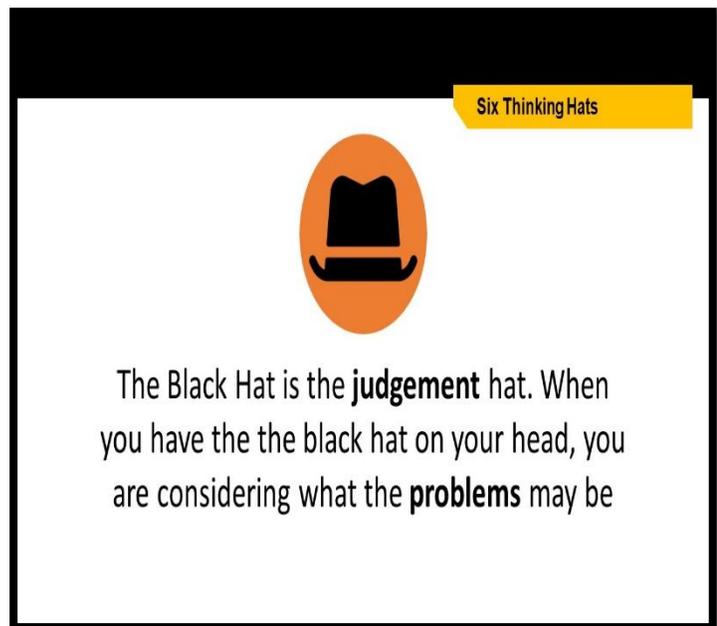


to a friend, a company for free or on a contribution basis. This would be a positive for raising money and the benefit to you, is stress reduction and gratitude for being able to give back.

The Black Hat

This hat is the judgement hat. When you have the vision of the black judgement hat on your head, you are considering what the problems may be. An example of this is creating something you

love but after wearing the black hat, you see an issue with your total knowledge base. You realize that you know less than you thought about the design and unless you fix that, your design is going to take twice as long to complete.



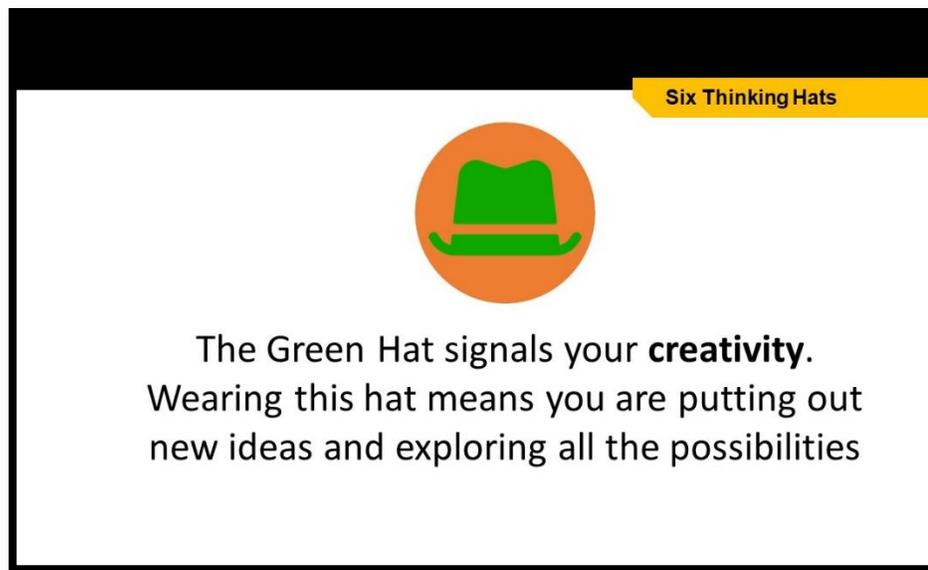
The Red Hat

This hat signifies all the different emotions you might feel in starting a creative project. You would be thinking about the things you love about the project and what you might possibly hate.



The Green Hat

The green hat signals your creativity. Wearing this hat means you are putting out new ideas and exploring all the possibilities you will have in your creative project. An example would be doing a YouTube video



for the first time to promote your business. You explore the idea of whether to use your cat in the video and get him a cat supervisor hat, as we all know cats are super independent and they boss their owners around. Perhaps you might do a video in a coffee shop, where you engage random strangers in conversation about your business and gather new ideas from them. Remember green means “go” for creativity.

The Blue Hat

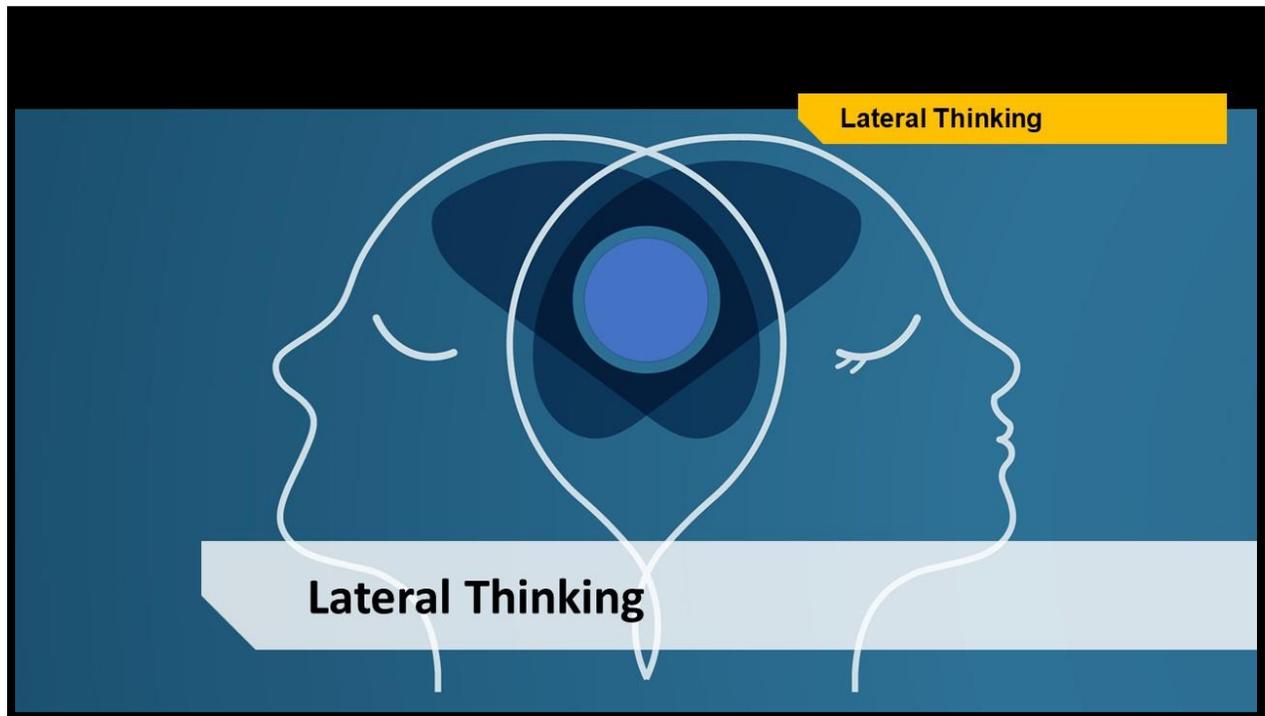


Six Thinking Hats



The Blue Hat is the **manager**
or lead hand in the process

The blue hat is the manager or lead hand in the process. This hat makes sure that all the other hats are following the format and not getting sidetracked.



Lateral Thinking

Dr. Edward Debono wrote over 40 books on creativity and thinking. His groundbreaking work was showing how people think in a straight-ahead manner by taking a problem and analyzing it with whatever data they had available. Dr. Debono

decided that creative thinking by going laterally, would give many more brilliant and creative solutions. One way that a person could practice lateral thinking is to project a problem up onto an imaginary screen in a movie theatre.

Being the only person in the imaginary theatre would allow the person to sit at the very back and take time to just look at the problem without forcing a solution.

As the person looks up and contemplates the issue, they ask themselves questions like, is there something I may have missed, how else could I solve this problem, or have I been making assumptions about it? Looking at a problem and assuming there is only one solution, makes it so much harder to solve. It is like saying the only way to get an apple from this tree is to wait for it to fall on the ground because the branches are well above my head. Standing back from the tree, and looking at the tree and then the surroundings, they might spot a ladder, a long rake, or a good piece of rope they could throw up and over a branch to pull it down. Suddenly there are many solutions because they didn't come at the problem headfirst.

We will now delve into 7 thought process which are very useful to learn and in doing so, will help with a positive mindset. Use these techniques to get creative today.

1. Nothing is black and white; you have options available to you. Change things up, don't be like the pitcher who only throws one type of pitch. Play with concepts that give you new ideas on how to get things done, while having fun.

2. Focus on one thing at a time, no multi-tasking. To have your creative skills at their peak, you must be a master of intense focus and action.

3. Don't get stuck on doing things the same way. Challenge yourself and you will see the result.

4. Think outside the box. Use random input, output to change things up. Think about things that in the box but that might not seem related. See what they look like outside the box.

5. Avoid thinking that your way is the only way. Open your mind and let the creative thoughts flow to come up with new ideas.

6. Be like the farmer who only wants to provide the very best food to market. He weeds out the inferior and takes the best to

shine and show his wares. Find your very best solutions to show the world.

7. When you have a great idea, don't stop there. Ask yourself what could make this even better.

The SCAMPER Technique

The SCAMPER technique stands for **S**ubstitute-**C**ombine, **A**dapt, **M**odify, **P**ut to another use, **E**liminate, **R**everse. The theory behind this technique states that there is nothing really new. Instead, we modify the old to create something new and useful.

When using **SCAMPER** for creativity, you do not have to follow it in a straight line, you can go from S to A, if that works. Let's break down each letter as they are individual techniques.

S - Stands for **substitute** and you ask a variety of creative questions about what would work better and how you could change it up. Depending on the project, you may be re-assigning someone to take over a task that they are more suited for or removing a part of your project and after brainstorming, putting in something that works much better.

C - Stands for **combine**, where you look at perhaps taking two ideas and putting them together to create a whole new product. The idea of putting a calculator on a watch, is how combining works. In creativity, nothing is unreasonable when looking at ideas. For example, putting a flotation device that can be activated



on wheelchairs so that people can enjoy the water just like anyone else might have seemed outlandish, but it works.

A - Stands for **adapt** and in this, you are looking at ways to improve the process or tweak the product to make it more appealing to a wider range of people.

M - Stands for **modify** or even magnify. In this case, you are looking for creative ways to make the project bigger, to produce more sales or modifying it to improve the process of creating it.

P - Stands for **put** to another use. Here you are brainstorming ideas, such as taking an existing product that perhaps is used in the accounting department and looking to see if there is a way to use in it the receiving department. Another creative idea is looking at the amount of recycling that you produce and finding ways to use that material. In an individual idea for example, there is a person who creates boats out of used flip flops that wash up on the island he lives on. This is creativity at its finest.

E - Stands for **eliminate**. When you are working on a project, having too many pieces can stifle the creative process. Look for areas to trim, which will in turn lead to creative growth.

R - Stands for **reverse** and working backwards through a project to come up with creative solutions. If you were looking at it from a writing point, many people come up with the ending first and then work backwards to create the plot.

The **SCAMPER** is one of the easier and more direct way to be creative in any sort of project. Explore it and play with it, to see some great results.

Thinking in New Boxes

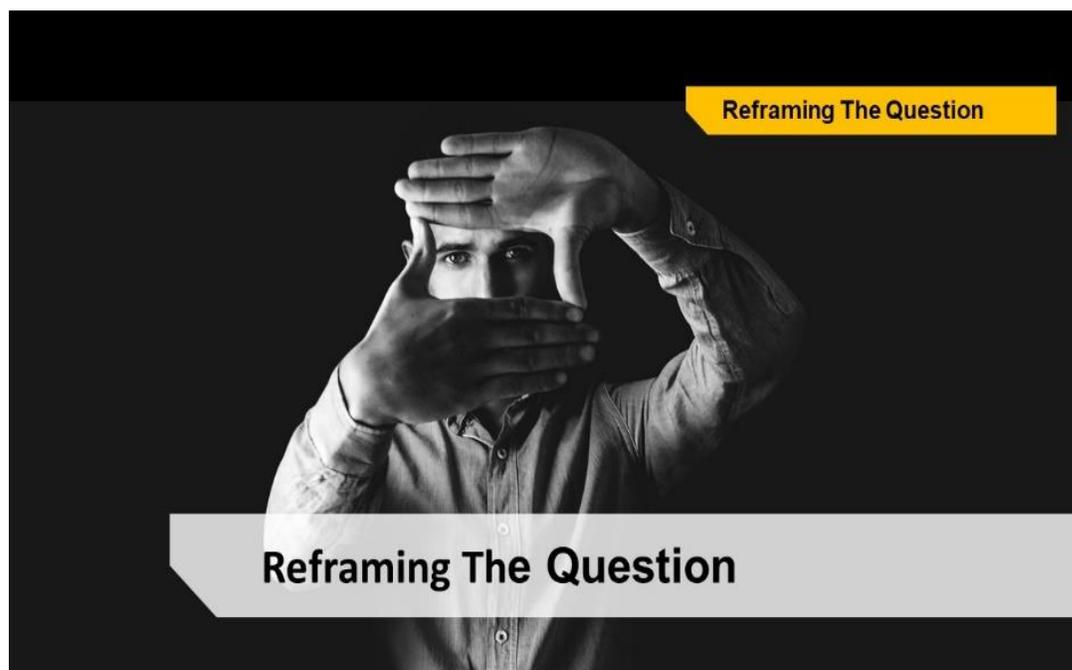
This creative process can be compared to the “what if.” When Bic pens decided to what if, they created a new box. Instead of just selling their yellow plastic pens with the blue tops, they decided to create light and easy disposable lighters and even razors. This simple creative shift brought in several hundred million dollars profits!



Their idea had the theme of light products that were easy to use and carry. When thinking in new boxes for creative ideas, you brainstorm product ideas, and nothing is impossible or crazy. Then you eliminate what won't work and build up what will.

Reframing the question

This is something we should do in all areas of our life. Too often we ask ourselves, “how bad can this get?” Instead we need to ask,



“What can we learn and how will this help us to grow?”

Reframing questions sparks creative answers and ideas that propel you forward with joy. Reframing can prompt you to come

up with creative new ideas. Ask questions like, “how can we?” Or what actions can we take now to make us number one in our industry?”

Storyboarding

While storyboarding is fantastic for any individual creative endeavor, in this section we will discuss its use in a group setting. Storyboarding is often used when brainstorming creative ideas.

A close-up photograph of a person's hand holding a black pen, drawing a storyboard on a piece of paper. The storyboard consists of several rectangular panels arranged in a grid. The hand is positioned over one of the panels, and the pen is in the process of drawing a sketch. The background is slightly blurred, showing a wooden surface.

Storyboarding

Storyboarding

To use storyboarding, you only need basic drawing skills to get the point across while sparking the creative juice in a team. The figures in some storyboards might be simple stick figures or simple rounded figures with round heads and basic features for nose and eyes.

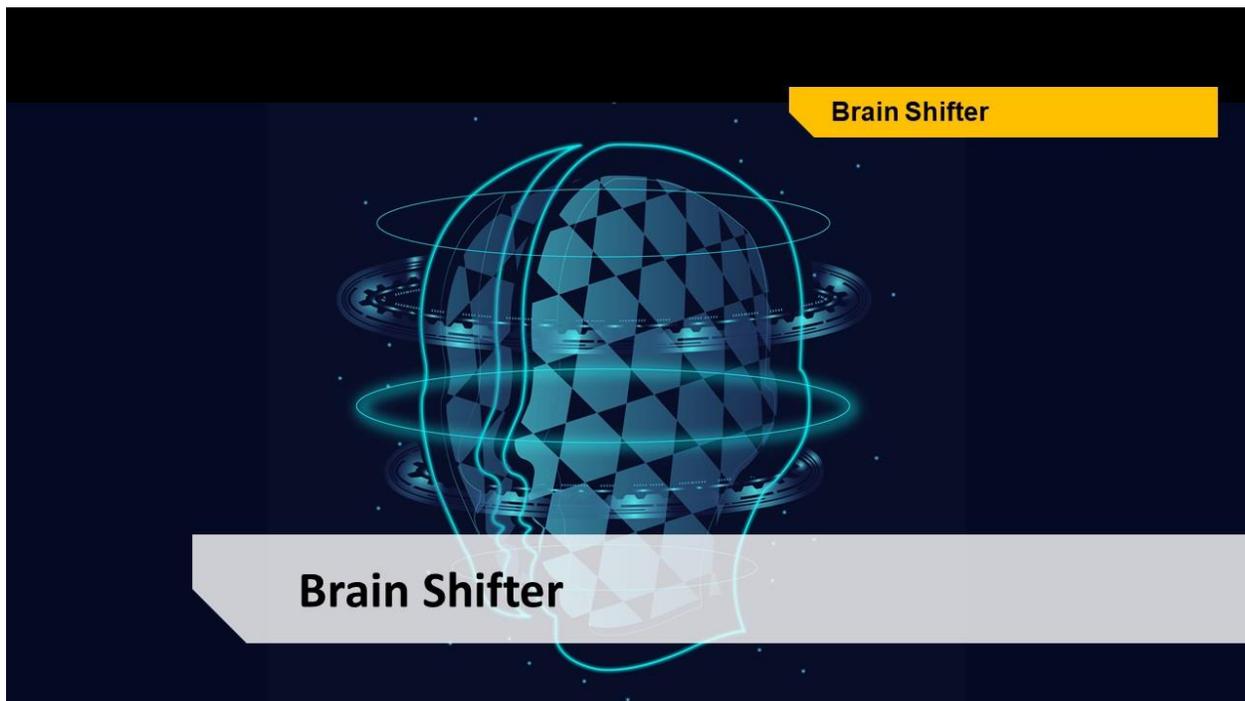
A sample of a storyboard might have 8-10 rectangular boxes and each box has a theme in the upper left-hand corner. The first three boxes might be, “what we will accomplish-who does the training-what software is required?”

Each box will contain figures representing the people on the team, along with sub-topics related to the main theme. Storyboarding can be used for deciding a new marketing strategy to gain more customers or new product creations.

Brain Shifter

This concept is sure to make you feel alive and feeling wonderful while doing it. It is a type of mind mapping where you think from

the point of view of another person or thing. You can also shift to your favorite business or movie character or even a relative or friend you know is business minded or creative. Start by taking the time to get into that character's mind.



For example, what would Garfield the cat think, or what would SpongeBob think about how this burger is stacked or how this spatula handle is designed? Once you have transformed yourself, start by drawing out the character you are playing. Then start writing down all the ideas that come into Garfield's or

SpongeBob's brain. Once you have finished your session edit the mind map, keeping the ideas that inspires you.

For groups, you work it in the same way but try to make it more fun, have someone decide for everyone else what role they will be playing. This makes people it more creative because they aren't coming at this with preconceived ideas.

Use as many colors as you can. Once ideas get put up on the drawing board, people should feel free to add a piece to someone else's idea for maximum creativity.

It is recommended to have a break and a fun exercise like jumping jacks to keep everyone pumped up. Don't forget to hydrate the group with lots of chilled water...maybe even fruit water.

Once you get your mood board images, buttons or any other physical item, start playing around by putting them on the board.

Unlike vision boards, you don't want to secure it with glue to the board. Each item should be pinned or taped so that it can easily be taken off and discarded if it doesn't speak to you. Because this is a creative board, you may not realize that one element will go with another, until you put it up and then move it next to another element.

Using a mood board is a stress-free way to come up with creative ideas. Play around and have fun with it. Out of your play, you will come up with ideas that have never you've never thought about and your creativity will soar.

The Insights Game

This could also be called the "light bulb game," as you have probably seen images of people thinking and a light bulb is over their head shining brightly. This signifies that a new idea has popped up or they suddenly have a new insight as to why or how

something was done. In the creativity game, you need to have a new insight every day for the game to continue. The insight game can be done by one person or as a group.

Since we as adults have so many ideas and memories floating around in our heads, the older we get, the more difficult it is to remember things. However, if you group ideas and memories in



your brain, you strengthen the connection and you can add a new insight to a previous thought pattern. You can also think about the groups and decide if this new thought is valid or if it disrupt ideas you have held onto for a long time.

Think back a few years ago and remember what Facebook was like. Now you have Facebook live. This is a way to be creative,



attract your target market, and learn new ideas and so much more. Ask yourself questions like, why did Facebook start the live process? How does it benefit you and is there any benefit to them? By asking yourself many questions will give you insights that will take your creativity to the next level.

To play the game, write down every new insight you have today. Take the time to look at each one and see if it has any relation to your creativity. Think about how it can be applied daily. Give yourself a point for each one. If you have no new insights, you have gone out of bounds and start again with zero points.

When playing as a group, each one should come with a pen and paper, then set a comfortable amount of time to play. It is recommended that you don't go beyond 30 minutes.

The leader can prompt people with questions to open their minds and to facilitate free thinking about the day. Ask what happened today and was there any learning experience from seeing something new? Can it be applied to any creative projects? Is it something you can use in a creative project or apply it to another area of your life?

Think about Instagram. Most people post pictures from their cellphones to Instagram as you cannot log-in on your computer and instantly upload a photo. Ask yourself why did Instagram setup their business this way? What would you have done differently if you owned Instagram?

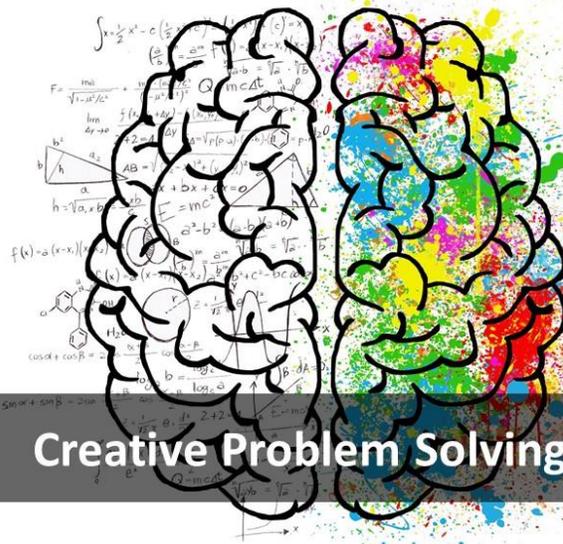
Creative Problem Solving

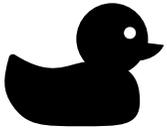
It has been shown that for creativity we use divergent and convergent thinking. Typically, these thought process are often used separately, when they should be used together.

Divergent thinking is basically mind mapping or coming up with an endless supply of solutions to an issue. On the other hand, convergent thinking is looking at the solutions and editing or “saying goodbye to your darlings,” until you have the final solution.

Creative Problem Solving

Creative Problem Solving





To breakdown exactly how this principle works you need to follow these steps:

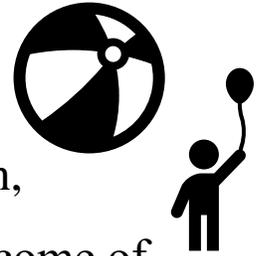
- 1. Balance your convergent and divergent thinking.**
- 2. Reframe your problems by turning them into questions.**
- 3. Don't put the brakes on your brainstorming too early. You will miss the A-Ha moments.**
- 4. Train yourself to say Yes and nothing else. Adding words like "But" behind the "Yes", is negative and can halt progress. Fully understand that "Yes but what if this happens," is a dream killer.**

Chapter 5

Creativity for Children



According to social scientist Karen Melton,
director of Baylor University's Health Outcome of



Positive Experiences (HOPE) Research Lab, "creativity is a thinking and responding process with different media including objects, symbols, ideas, people and situations."



That explains in many ways why childhood is often thought of as a naturally creative time of life. "Thinking outside the box" attitude comes naturally for young children. They strive to connect with their environment. As children, we just accepted the idea of play and creating, without considering any of the benefits other than fun.



As parents, fostering creativity in a child is important. The more creative a child is, the better the self-confidence, self-esteem and the ability to work/play with others.

When it comes to problem solving, our role as adults is to be supportive instead of quickly telling children, “this is how it should be done.” To teach them, it’s best to say things like, “that



is wonderful! How would it look if you did this? Why does this piece go here, what would happen if you changed this?”

Children are bombarded with so much information and things coming at them from all directions. When you teach them to

pause, take a deep breath, and think about these things coming at them, it gives them a chance to declutter all the stuff running around in their heads. Encourage children to look for new ways to do things and not be afraid to fail. When they understand the need to keep on trying until they find a solution, it helps with their problem-solving skills. Giving them open-ended questions is a great way to really fuel that creativity. Try something like this:

- 1. If you didn't have shoes from the store, what could you make shoes from for yourself?**
- 2. If you have a dog or cat, what could you make for them to play with?**
- 3. What does a peanut butter cookie sandwich with mustard taste like?**

As children grow into the teen years and into adulthood, creativity can take new turns as their bodies and brain changes. While there's critical brain development in earlier childhood, by the time teen years arrives, a second wave of brain growth can impart creative potential. At this critical point teens need support to aid with the transformation. They need encouragement and guidance for example to take certain risks to enhance their creativity. Peer

group matters too. Fear that their creative pursuits might be rejected as “not cool” can hamper creativity. Parents are encouraged to provide teens with healthy creative opportunities



that they can safely explore. As they grow into young adults, they will be able to feed on their past creative pursuit as they will understand its importance.

Chapter 6

Creativity for

Seniors

When one thinks of creativity for seniors, it might not be unusual to bring up the topic of puzzles or the number-based books called, Sudoku. That is because our concept of the majority of seniors is that they are slowed down in body and mind. That statement is far from the truth. Yes, seniors have far more creative potential beyond just putting a puzzle piece in the right slot.

There are serious benefits for seniors who go above and beyond what is expected of them. Research has shown that seniors who engage regularly in a creative project such as photography, drawing, are much happier and not as prone to depression. The chronic pain they may have felt becomes less frequent.

There isn't any need to have artistic ability as a senior. Just "doing something creative," has been shown to reduce stress and anxiety levels about the aging process.

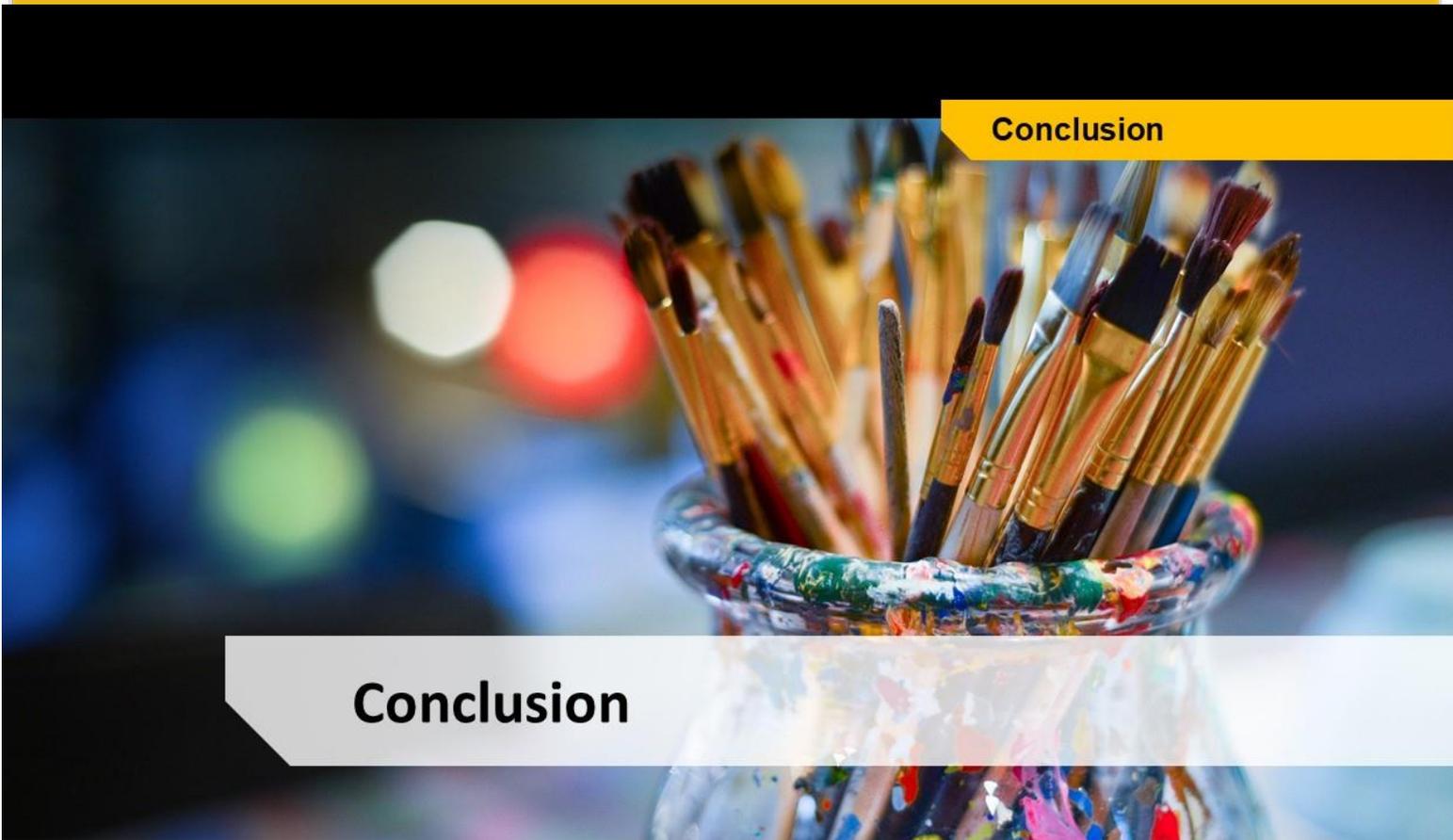


Dancing is still possible, just adjusting to what the body can do, will be of great benefit. Of course, painting, scrapbooking and any type of sewing will bring joy and social rewards.

Seniors can also benefit from visits from children and pets. No need to invest in those expensive talking books. You can simply take a child's toy and make a long endless imaginative story with the toy, the senior, and the child as lead characters. You can always continue where you left off and believe me, your grandchildren will remember where you left off even if you forget. Finger painting is a fun creative activity that a small child and a senior working together can produce. They can produce a creative piece that they will both love to show off.

Conclusion

This book has shown that you can skyrocket your creativity by learning new ideas and applying them to your personal and business life. Hope the contents in this book will inspire you to take on that creative project you've been putting away for so long. Now that you have discovered your creativity, learn to put it to use by obtaining my upcoming book, *How to Device an Idea or a Product for Business*. There, I will show you how to go about



Conclusion

Conclusion

your business and let the brain automatically do all the creative work for you. You also will learn to create a product out of thin air to sell or give away. The book will teach you how to prepare to file a provisional patent application for your idea. To solidify your patent application and upgrade your product to a **Strong** patent pending status, use the help of my best-selling guide, *The Secrets to Avoiding Strong Drawings and Weak Patent*. All of these books are available on our patent illustration website: www.ascadex.com