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Foreword

Among the things that truly set humans apart from the other creatures on this planet is our capability for creative thought.

Not only is it a necessity for the forward motion of the species (after all, somebody had to come up with the idea for reining in the power of fire), but it brings us a lot of enjoyment, as well. Why else would we spend so much of our time and energy reading books, adorning our homes, or listening to music?

It may be argued that creativity is something that's divinely inspired, that a few people "have" it and some people don't..

Simplistic Creativity Concepts

How to supercharge your creativity and get fresh ideas constantly!

Chapter 1:

Brainstorming

Synopsis

Brainstorming is a popular tool that helps you bring forth creative solutions to an issue.

It's especially useful when you want to break out of stale, established forms of thinking, so that you can evolve new ways of looking at things. It likewise helps you defeat many of the issues that can make group problem-solving a sterile and unsatisfactory process.

Toss It Around

Brainstorming. When confronted with a challenge, solutions may seem hard to come by. Let yourself see that this isn't truly the case by writing your issue at the top of a piece of paper and then coming up with thirty ways to solve it. These are just fast, bite-sized ideas, not fully developed plans. Sure, thirty is a large number, but what you'll find is that once you've covered the obvious stuff, your brain will start coming up with additional and more creative approaches. Some of them will be unrealistic, but don't censor yourself till your list is done, and then you are able to go back and assess each item.

Used with your team, it helps you bring the various experiences of all team members into play during problem solving. This step-ups the richness of thoughts explored, meaning that you are able to find better solutions to the troubles you face.

It can likewise help you get buy in from team members for the resolution chosen – after all, they were involved in evolving it. What's more, because brainstorming is amusing, it helps team members bond with each other as they solve problems in a positive, honoring environment.

While group brainstorming is frequently more effective at generating ideas than normal group problem-solving, study after study has shown that when persons brainstorm on their own, they come up with more thoughts (and often better quality thoughts) than groups of individuals who brainstorm together.

Partly this happens because, in groups, individuals aren't always strict in following the rules of brainstorming, and bad group behaviors sneak in. Mostly, though, this happens because individuals are paying so much attention to others thoughts that they're not generating ideas of their own – or they're blanking out these ideas while they wait for their turn to speak. This is known as "blocking".

When you brainstorm on your own, you'll tend to produce a broader range of thoughts than with group brainstorming – you don't have to worry about others egos or opinions, and can consequently be more freely creative. For instance, you may find that an idea you'd be hesitant to bring up in a group session develops into something quite special when you research it with individual brainstorming. Nor do you have to wait for other people to stop talking before you lend your own ideas.

You might not, however, develop ideas as fully when you brainstorm on your own, as you don't have the broader experience of other members of a group to help you.

Chapter 2:

Do It Differently

Synopsis

Look to additional forms of expression to motivate yourself.

Change It Up

Change your approach. If you're sitting in front of the computer trying to write the next Great American Novel but simply can't seem to get a handle on the words, you might find that you're pressing too hard in one direction. Look to other forms of expression to motivate yourself. Attempting to write a song? Rather than listening to music, head out to the local art museum for some visual input. Having trouble with image design? Go to the symphony and let yourself be enlivened by a completely different art form.

Sometimes the key to motivation lies in the surroundings you're in. You might dread changing the tire to your car, as your garage is wet, cold and ill lit. Ask a friend for the use of his well-light, heated garage, and the job may become more pleasurable. You are able to also make the project more pleasurable by asking others to get involved. If you ask somebody to share their expertise it can be an ego boost for them and a source of support for you.

One way to ensure personal success and continued exuberance for your own path is discovering individuals who are successful in the matters that are significant to you. Get to know these individuals, learn their attitudes and behaviors. By discovering a model for success you'll have somebody to emulate.

You might also look at people you do not wish to become and study these negative habits. Both will help you learn important lessons about your future, but make certain to center on the positive person the most. It's interesting to make a list of your acquaintances and families while examining which qualities each of these individuals have and the habits that make these characteristics possible. Your

model for success may not lie in the actions of one-man, but in the positive traits of all the individuals you interact with.

Chapter 3:

Map Your Mind

Synopsis

Brain maps (aka mind maps) are, by definition, a graphic technique of taking notes. The visual basis of them helps one to differentiate words or ideas, often with colors and symbols.

Brain Maps

Draw a brain map. Brain maps (aka mind maps) are a capital way to bring forth fresh ideas because you start thinking in different directions. Start by writing your challenge in the center of a piece of paper. (There are several web tools that can help you do this, too.)

Surround this word or phrase with associated thoughts. As you do so, you might find that you want to delve into one or more of them more profoundly. Continue by surrounding the fresh phrases with related thoughts. By the end, you'll often find that you've come up with answers that would never have occurred to you if you hadn't made these apparently random connections.

Brain maps (aka mind maps) are, by definition, a graphic technique of taking notes. The visual basis of them helps one to differentiate words or ideas, often with colors and symbols. They usually take a hierarchical or tree branch formatting, with ideas branching into their subsections. Mind maps allow for higher creativity when recording ideas and data, as well as allowing the note-taker to associate words with visual representations. Mind maps and concept maps are different in that mind maps center on only one word or idea, whereas concept maps connect multiple words or ideas.

> ➢ Begin in the center with an graphic of the topic, using at least three colors.
> ➢ Utilize graphics, symbols, codes, and dimensions throughout your Mind Map.
> ➢ Pick out key words and print utilizing upper or lower case letters.

- ➢ Each word/graphic is best alone and sitting on its own line.
- ➢ The lines should be connected, beginning from the central image. The central lines are thicker, organic and flowing, getting thinner as they radiate out from the center.
- ➢ Make the lines the same distance as the word/image they support.
- ➢ Utilize multiple colors throughout the Mind Map, for optical stimulation and likewise to encode or group.
- ➢ Formulate your own personal style of Mind Mapping.
- ➢ Utilize emphasis and show connections in your Mind Map.
- ➢ Keep the Mind Map clear by utilizing radial hierarchy, numeric order or outlines to encompass your branches.