

Creativity Exercises

Creative capacity is only 20% inherited and 80% learned behavior. - Harvard Business School, Instead, & Brigham Young Univ.

Ask yourself, "What would it look like in a perfect world?" – Steve Jobs did this all the time and was known for not worrying about how to get there.

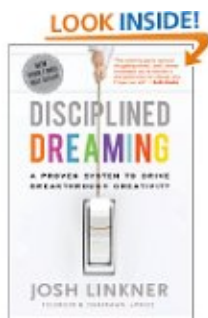
Creativity Warm-ups

(from Everyday Creativity, Josh Linkner and other Business Solution Center research)

- 1. Invent twenty things** you can do with a bandana.
- 2. The Tower** – teams compete to make something out of paper that is the tallest structure.
- 3. Architects Exercise** – One person pictures a house in his or her mind. Others ask questions, such as "Is the door in the center or off to one side? Describe the roof." The people asking questions draw the house. This exercise is powerful for creating abstract vision and asking good questions.
- 4. The Magazine Story** – Look at a picture in a magazine and create a story about it. Obvious story as well as the back story.
- 5. Drawing** – Drawing can be a great way to do something physical to get your creative juices flowing. Print out a page with 30 circles on it. Give them 2 minutes to make things out of the circles (clocks, basketballs, faces, etc).
- 6. Logic Games** – Play right-brain games to get people thinking in non-traditional ways. Do a puzzle, play scrabble, complete a maze.
- 7. Junk Table – Collect** junk items and spread them on the table. Have groups break into teams of 4 and have each one independently pick a piece of junk from the table. In 5-7 minutes, they must use all four products to create a new product. Then they need to create a 30 second commercial that identifies who would want to buy it and how it is better than the competition.
- 8. Worst Idea** – Come up with the worst idea – Consider the problem in front of you and come up with the worst solution. Instead of asking, "How can we improve customer service", ask "How can we provide the worst service?"
- 9. Role Storming** - "What would it look like in a perfect world?" – Steve Jobs known for not worrying about how to get there. Invite Steve Jobs into the brainstorming session and have one person answer as if he were Steve. Remember the black turtleneck. You can also use a character of a movie or tv series; Gordon Gecko, James Bond, Andy Griffith, Col. Hogan from Hogan's Heroes.

Creativity

“Must Read” Booklist



Disciplined Dreaming

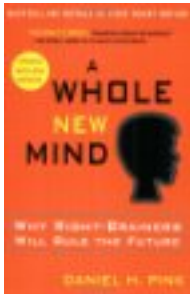
Josh Linkner

www.CreativityGeneration.com

We live in an era when business cycles are measured in months, not years. The only way to sustain long term innovation and growth is through creativity—at all levels of an organization. Many companies preach the virtues of creativity to their employees, but kill their

creative expression through corporate bureaucracy and its entrenched resistance to new ideas.

Disciplined Dreaming will give you a creative skill-set in an age in which creativity represents the only sustainable competitive advantage. The methodology is simple, backed by proven results, and demonstrated through stories and examples.

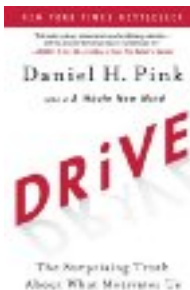


[A WHOLE NEW MIND](#)

Daniel Pink

Gone is the age of “left-brain” dominance. The future belongs to a different kind of person with a different kind of mind: designers, inventors, teachers, storytellers – creative and emphatic “right-brain” thinkers whose abilities mark the fault line between who gets ahead and who doesn’t. Drawing on

research from around the advanced world. Daniel Pink outlines the six fundamentally human abilities that are essential for professional success and personal fulfillment – and reveals how to master them.



[DRIVE: THE SURPRISING TRUTH ABOUT WHAT MOTIVATES US](#)

Daniel H. Pink

According to Pink (A Whole New Mind), everything we think we know about what motivates us is wrong. He pits the latest scientific discoveries about the mind against the outmoded wisdom that claims people can only be

motivated by the hope of gain and the fear of loss. Pink cites a dizzying number of studies revealing that carrot and stick can actually significantly reduce the ability of workers to produce creative solutions to problems. What motivates us once our basic survival needs are met is the ability to grow and develop, to realize our fullest potential.

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