

# Creativity Cheat Sheet



There isn't a magic wand solution to being consistently creative.

It is possible to exercise creative intelligences and form healthy habits that promote creativity.

Here are a few ideas to inject creativity into your own thinking, team meetings, brainstorming sessions, or pitches.



## DRAW IT

Instead of writing ideas down, start to doodle or sketch relevant concepts. You will activate different parts of your brain and think about things in a different way. Just get scribbling!

## BE THE TORTOISE

Rather than racing to reach a conclusion in a meeting, slow down and set everybody a brief to immerse themselves in research and other stimuli to bring to a follow up session. This is deep research - a better starting point.

## PLAY OPPOSITES

Can't move forward with what you want to achieve? Frame the problem from the opposite view: What's the worst case scenario? What are the outcomes you don't want?

## BACK TO THE FUTURE

How would you have solved this problem in the past? What future developments might help you today?

## FAIL

Come up with ideas that you know will fail. Why will they fail? What does that teach you?

## PASS IT ON

Get each team member to write down an idea on a piece of paper. Pass the paper to the left and get the next person to add to the idea until you have gone full circle. Creativity is iterative.

## SEARCH YOUR FEELINGS

Describe how it will feel when you get this right. Do the ideas put forward support those feelings?

## DISSECT SUCCESS

Pick apart something that worked. Why did it work? What could've been done better?

## BE A DAYDREAMER

Simply let your mind wander for 15 minutes. What popped into your head?

## LEARN A NEW SKILL

Origami, Sudoku, poetry, music, sport, drawing, whatever you fancy really.

## ALIENATE GRANDMA

Ban all business 'buzz words' in your meeting. How would an alien, or your grandma interpret what you're talking about?

## REBEL

Just a little bit.

## WE CAN ALL BE CREATIVE

Unlocking individual creativity and channelling it as a fundamental business skill is a learnable process that has very powerful and sustainable results.

## IT ISN'T ABOUT ARTISTIC ACCOMPLISHMENT

It's about discovering the strengths of your own creative intelligences and learning to utilise them for; **critical thinking, advanced problem solving, innovating, pitching ideas, thinking big** (and small sometimes) and **seeing things from a new perspective**.

## LEARN HOW

Creative Spin training courses are all geared to build a mindset and culture of creativity in your organisation.

For more information visit:

[www.creativespin.co.uk](http://www.creativespin.co.uk)

  
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