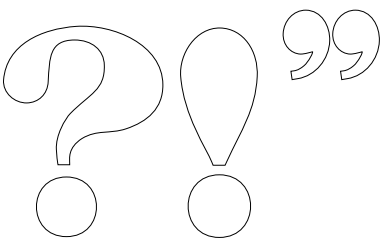


“ **BEING CREATIVE  
RIGHT NOW  
WHEN YOU  
NEED TO BE!** ”



Adding creativeness to all aspects  
of your occupation & business!

IMAGINE ✍ INVENT ✍ CREATE ✍ QUESTION ✍ DISCOVER ✍ INNOVATE

by Robert **Alan** Black, Ph.D., CSP

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# This Creative Session?

**BEING CREATIVE  
RIGHT NOW  
WHEN YOU  
NEED TO BE!**



## **BEING CREATIVE RIGHT NOW WHEN YOU NEED TO BE! -**

Developing deliberate techniques and methods to initiate and sustain creativity in your organization.

43 years of working at 47 jobs in eight professions has taught me the importance of knowing how to generate and spark creativeness and creative thinking on demand. During the past 25 years I have been researching, collecting and creating tools for producing creativeness and creative thinking on demand.

This session has been designed to give you 6 to 12 to maybe 144 proven tools that will work any time and to help you learn how to create your own tools to increase your own creativeness from today on.



creativeness is not a gift that only a few people have it is born within all of us.



creativeness is generally quieted down in children by the 4th year in school and quieted even more by the age of 16 (by their friends).



creativeness can be redeveloped



creativeness and creative thinking can be learned throughout life (and increased in all people).



creativeness generally is produced through a positive attitude



all human activities are the result of processes, tools and techniques, (some are logical, imaginative or intuitive, team focused and others systematic).



there are hundreds of tools and techniques that people from the past and present use to spark their creativeness



not all tools work for everyone

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# What is Creative?

During Workshops on Creative Thinking, participants were asked to come with ideas to improve, better use, or sell paper clips. Your task is to pick which of their ideas you think are creative. Work for three minutes.

**BEING CREATIVE  
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- |  |   |  |  |
|--|---|--|--|
| <input type="checkbox"/> jewelry               | <input type="checkbox"/> tie tack       | <input type="checkbox"/> skewer              | <input type="checkbox"/> stirrer             |
| <input type="checkbox"/> fence                 | <input type="checkbox"/> art statue     | <input type="checkbox"/> needle              | <input type="checkbox"/> toad stabber        |
| <input type="checkbox"/> clean nails           | <input type="checkbox"/> pipe cleaner   | <input type="checkbox"/> ladder              | <input type="checkbox"/> hammock             |
| <input type="checkbox"/> gas appliance cleaner | <input type="checkbox"/> dwarf trombone | <input type="checkbox"/> tire poker          | <input type="checkbox"/> coat hanger         |
| <input type="checkbox"/> anchor                | <input type="checkbox"/> ammunition     | <input type="checkbox"/> hypo needle         | <input type="checkbox"/> knitting needles    |
| <input type="checkbox"/> magnets               | <input type="checkbox"/> sling shot     | <input type="checkbox"/> eye scratcher       | <input type="checkbox"/> sword               |
| <input type="checkbox"/> bubble blower         | <input type="checkbox"/> pin            | <input type="checkbox"/> paint stirrer       | <input type="checkbox"/> flower holder       |
| <input type="checkbox"/> eyeglass frames       | <input type="checkbox"/> zipper         | <input type="checkbox"/> picture hanger      | <input type="checkbox"/> spring              |
| <input type="checkbox"/> house wiring          | <input type="checkbox"/> decoration     | <input type="checkbox"/> snowshoe            | <input type="checkbox"/> lightning rod       |
| <input type="checkbox"/> plug puller           | <input type="checkbox"/> corn skewers   | <input type="checkbox"/> ice skate blade     | <input type="checkbox"/> scrap iron          |
| <input type="checkbox"/> handles               | <input type="checkbox"/> belt hanger    | <input type="checkbox"/> ski pole            | <input type="checkbox"/> toe brace           |
| <input type="checkbox"/> swinging bridge       | <input type="checkbox"/> jump rope      | <input type="checkbox"/> tracer tool         | <input type="checkbox"/> finger brace        |
| <input type="checkbox"/> bobby pin             | <input type="checkbox"/> curler         | <input type="checkbox"/> boot strap          | <input type="checkbox"/> boot hook           |
| <input type="checkbox"/> fork                  | <input type="checkbox"/> ear cleaner    | <input type="checkbox"/> animal trap         | <input type="checkbox"/> sled                |
| <input type="checkbox"/> toothpick             | <input type="checkbox"/> missile        | <input type="checkbox"/> Christmas ornaments | <input type="checkbox"/> doll clothes hanger |
| <input type="checkbox"/> welding rod           | <input type="checkbox"/> tie clip       | <input type="checkbox"/> wind chime          | <input type="checkbox"/> cigarette holder    |
| <input type="checkbox"/> fish hook             | <input type="checkbox"/> chain link     | <input type="checkbox"/> tinsel              | <input type="checkbox"/> languages           |
| <input type="checkbox"/> cheese slicer         | <input type="checkbox"/> tie wire       | <input type="checkbox"/> alphabets           | <input type="checkbox"/> numbers             |
|  |   | <input type="checkbox"/> hanging             | <input type="checkbox"/> plant stake         |

**Collect & Choose** Your Challenge



red II C

# Are You Creative?

BEING CREATIVE  
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NEED TO BE!



Read the following  
32 human traits  
and check or  
mark the ones  
you believe are  
you most of the

time. You may choose as many  
or as few as you want.

If you are NOT sure of the  
definitions of any of the words,  
please ask the facilitator.

1. sensitive
2. not motivated by money
3. sense of destiny
4. adaptable
5. tolerant of ambiguity
6. observant
7. perceive world differently
8. see possibilities
9. question asker
10. can synthesize correctly often intuitively
11. able to fantasize
12. flexible
13. fluent
14. imaginative
15. intuitive
16. original
17. ingenious
18. energetic
19. sense of humor
20. self-actualizing
21. self-disciplined
22. self-knowledgeable
23. specific interests
24. divergent thinker
25. curious
26. open-ended
27. independent
28. severely critical
29. non-conforming
30. confident
31. risk taker
32. persistent

Reap, Review, Record, Revise the Info

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orange III R

# What Makes Us Creative?

BEING CREATIVE  
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## Enrichable & Expandable Skills

Since the early 1950's researchers have been researching the teaching of Creative Thinking Skills. One of the leading researchers, E. Paul Torrance, Ph.D., professor emeritus of the University of Georgia, developed a series of tests of creative thinking skills that are used around the world. His tests measure several separate skills that can be developed. Twenty of them that can be developed and applied in any job are listed below.

1. Fluency - many ideas
2. Flexibility - different types of ideas
3. Elaboration - addition of details
4. Originality - uniqueness
5. Abstractness of approach moving from reality
6. Openness-resisting early closure or completion
7. Change of Context (cross-interpretation)
8. Combination of Ideas/Facts (Synthesis)
9. Breakthrough from Current Limits
10. Unusual Viewpoint
11. Internal Perspective
12. Humorous Perspective
13. Richness & Colorful Detail
14. Feelings & Emotions
15. Fantasy
16. Movement & Sound (Sense change)
17. Multiple Idea Combinations
18. Macro Scale Perspective [seeing from larger view]
19. Provocative Viewpoint
20. Future orientation

Examine Your Chosen Challenge to Clarify It



yellow IV

# How to be Creative?

BEING CREATIVE  
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Throughout our schooling we are asked "What is it?"  
To expand our creativeness and our creative skills  
we need only change the question to:

What Might It Be? or What If We. . .?

**Stretch it**

**Combine it**

**Appeal to kids**

**Winterize it**

**Illuminate it**

**Go clockwise**

**Freeze it**

**Misspell it**

**Sweeten it**

**Balance it**

**Force it**

**Tie it**

**Jump over it**

**Make it float**

**Do it sideways**

**Raise the price**

**Make it Terrifying**

**Separate it**

**Appeal to Seniors**

**Darken it**

**Slow it Down**

**Loosen it**

**Go under it**

**Put it to music**

**Add nostalgic appeal**

**Make it portable**

**Personalize it**

**Unsell it**

**Put in sex appeal**

**Flip upside down**

**Make it breakable**

**Make it funny**

**Cushion it**

**Make it fly**

**Do it backward**

**Magnetize it**

**Make it invisible**

**Put it in pictures**

**Make it weaker**

**Make it stationary**

**Understate it**

**Empty it**

**Make it serious**

**Go backwards**

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Ide8 for Your Challenge

green v 8

# How to be Creative Now?

**BEING CREATIVE  
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Too often we allow our experience, education and expertise to cloud our visions and thinking. It order to break out of such traps we can take time to imagine how other industries, businesses or professions might view the problem and possibly solve it.

- Accounting** A
- Advertising** B
- Architecture** C
- Automotive** D
- Construction** E
- Discount** F
- Engineering** G
- Entertainment** H
- Forestry** I
- Grocery** J
- Health/Exercise** K
- Htg & AC** L
- Hotel/Motel** M
- Interior Design** N
- Janitorial** O
- Legal** P
- Medical** Q
- Real Estate** R
- Restaurant** S
- Retail** T
- Software** U
- Sports** V
- Travel** W
- Trucking** X
- Vending** Y
- Undertaking** Z
- Warehousing**
- Yacht Design**
- Zoo Keeping**

## Attribute Listing

Take your challenge, topic or aspect of your presentation and list every attribute you can.

Then change one of more attribute.

## Checklisting

Create a list of verbs that represent change and use them to create new versions of the details of your presentation.

## S.C.A.M.P.E.R.

- S. Substitute
- C. Combine
- A. Adapt, Alter
- M. Minify, Modify
- P. Put to Other Use(s)
- E. Eliminate
- R. Reverse

## Forced Relationships

Take two normally unrelated things or actions and create or find how they are the same or what would happen if you combined them.

## What If...?! What Else? How Else?

Examine every aspect of your presentations and ask these questions to create anew.

## Metaphors

Choose objects, animals, plants and let them be metaphors for what you are looking for ideas about.

- Speaking is like a cloud....?
- Speaking is like a tomato....?
- The stage is like a race track....?

## Morphological Listing

Divide your presentation/speech/training program into its various parts. Then using the parts as categories make a chart with 7 to 12 variables for each part or category.

Voice	Props	Movement	Aud. Part.	Visuals
1.	1.	1.	1.	1.
2.	2.	2.	2.	2.
3.	3.	3.	3.	3.
4.	4.	4.	4.	4.
5.	5.	5.	5.	5.
6.	6.	6.	6.	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.

Narrow down your Collection of Ideas into a Solution

blue VI *CV*



# Where to be Creative?

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You can CHOOSE to add Creativeness to any aspect of your occupation or business. Here are some examples. Where you might add creativity or creativeness?

Daily Work

Idea Generation

Problem Solving

Problem Analysis

Running Meetings

Improving Systems

Making Presentations

Customer Service & Relations

Improving Dynamics between people

**Gather your resources and Go For It!**

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purple **VII**



**S.P.R.E.A.D.**ng Creative Thinking  
Throughout Your Workplace

**BEING CREATIVE  
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Increasing, expanding, enriching and improving the Creative Thinking in your workplace can be done in many ways. The following provides a structure for a systematic approach.

		Mental	Physical	Emotional	Social
Supporting	<b>S</b>	Provide thinking challenges in meetings as warmups & practise	consider using all of the 5 senses	consider using conscious and unconscious	consider involving all departments
Promoting	<b>P</b>				
Recognizing	<b>R</b>				
Encouraging	<b>E</b>				
Applying	<b>A</b>				
Developing	<b>D</b>				



# How Are You Creative?

BEING CREATIVE  
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## M.I.N.D. Design™ Creative Thinking Styles

There are many different Creative Thinking Styles.  
The following paragraphs describe four basic Creative Thinking Styles.

### **M** - Rationally Innovative

Continuously improving, refining what exists or systematically moving from the abstract to the concrete. Uses logic and rationale. This is a deductive and reductive approach moving back and forth from the practical to the theoretical. A style of a loner. The style of a highly goal-oriented person who is most concerned with completing the challenge.

### **Imaginative** -

Creation of the new, the untried. Blue sky, inspirational thinking & leading. Uses hunches, guesses, approximations. This is an exploratory, open-ended seemingly undisciplined approach that works from many potential solutions backwards more often than from the problem towards solutions, using multiple thinking and non-thinking approaches. The style of a highly impatient person, loyal to the challenges and the process.

### **Dd** - Systematic

Applying known theories and systems or equations to reuse previously proven solutions or problems. This is a reductive approach using predominantly critique, judgement and argument. The style of a person highly loyal to an organization. Very organized and a step-by-step thinker.

### **Joint Team** -

An exploratory, often accidental approach. Generally “feels” a problem and its many potential solutions. Generally this style prefers to work in teams to “bounce” ideas often off other “accepting” people/leaders. A compromising style. The style of a person highly loyal to his or her team and the project or organization.



# Who Can Help us be More Creative?

Here are a couple books I recommend you read to learn how to continually expand your creativity and creativeness

## **BROKEN CRAYONS:**

Break Your Crayons and Draw Outside the Lines  
by Robert Alan Black, Ph.D., CSP

## **Brain Boosters for Business Advantage**

by Arthur van Gundy, Ph.D.

## **A Whack on the Side of the Head**

by Roger von Oech, Ph.D.

## **Are We Creative Yet?**

by Du Pont Employees

## **Total Creativity**

by Dave Tanner

## **Getting Out of Your Thinking Box**

by Lindsay Collier

## **Thinkertoys**

by Michael Michalko

