

# **Don't Just Sit There!** **Be Creative!!!**

Developing your  
Creative thinking on Demand

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# Breaking Crayons Produces Creativity

By Robert **Alan** Black, Ph.D.

*Class now take out your pretty crayons. Remember we want to keep them neat. Handle them carefully. We don't want to break them.*

**A**round the world school teachers continually tell their students this daily. But why? Are they trying to teach them orderliness or how to use some wonderful tools.

It has been my contention for many years that keeping crayons neat, not peeling them (because children will not know the names of the colors), and not breaking them limits the creativity of the children and eventually diminishes their natural creativity as adults.

I see crayons as metaphors for tools. Too often teachers, parents, even employers or friends and fellow managers or workers squelch our creativeness by emphasizing neatness, orderliness, **and limited, selected use of tools.**

## What are crayons?

They are simply portions of colored wax. Why are they pointed? Because Binney & Smith,

the Crayola™ manufacturers, thought they would look and work better if they were shaped like pencils. The pencil shape restricts the possibilities of line widths and shapes.

*Why do they have wrappers on them?*

The manufacturers wanted the children to remember the color's name (in small print) and also to reinforce the brand name (in very large bold print). Rarely do children or artists refer to colors by the manufacturer's chosen names. Nor is the name important, while the visual recognition of the color is.

If we take the inference of the teacher's crayon lessons we need to learn to use our tools only in the manufacturer's prescribed ways. If we do this we will only limit our potential capabilities as tool users, problem solvers and creative human beings. This is also true of the greatest number of our rules, policies and traditions in the common workplace. Breaking crayons symbolizes the need and act of change that

is especially needed in today's workplaces, schools and homes.

**So! Peel your crayons. Then break them.** Then experiment making as many different kinds of lines as you can with the broken ends, the unbroken ends, the sides. Hold several different pieces at one time and discover what you can create. Challenge your rules, policies, procedures and traditions (paradigms). **Try doing things differently, at least in small ways.**

Using our tools as prescribed, teaches us only to follow instructions, not to think, not to create and therefore limits the possibility of discovery.

So what might you do? Go break a crayon today. Have fun. Discover as much as you can. Remember *those who see their tools only as hammers will only see their problems as nails.* Instead see your hammer, your crayons, your tools as objects that may have endless uses when you apply your natural imagination and intelligence to challenges you choose to solve.

**To be creative is always your choice!**

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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.

- |   |   |   |   |
|---|---|---|---|
| <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<br>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<br>ornaments | <input type="checkbox"/> doll clothes<br>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            |

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## Are You a Crayon Breaker?

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 fantacize
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

**Collect & Choose** Your Challenge



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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

**Reap, Review, Record, Revise** the Info

**r**

## **Cre8ng™ Tools & Techniques**

Developing Your Greatest Resource- the creative thinking and creativeness of ALL people that work with and for you is the sixth S.P.R.E.A.D.ng™ approach.

Since BRAINSTORMING was first created by Alex Osborn of BBDO Advertising in the **1930**'s hundreds of

IDEA GENERATING techniques and tools have been created around the world.

These are used best to “break mindset” or paradigms to move your thinking or a group’s thinking when you or they feel “blocked” for whatever reason.

**Alphabetizing**

**Attribute Listing**

**Bionics**

**Brain Mapping**

**Brainstorming**

**Brainwriting**

**Checklisting**

**Crawford Slip Method**

**Excursions**

**Forced Relationships**

**Metaphors**

**Morphological Listing**

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

**SUPER Heroes / Heroines**

**Synectics**

**Unusual Associations**

**What If-ing?**

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**Narrow** down your Collection of Ideas into a Solution



## “What If We?”

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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**

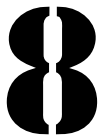
**Understate it**

**Empty it**

**Make it serious**

**Go backwards**

**Examine** Your Chosen Challenge to Clarify It



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## **OTHER INDUSTRIES**

Too often we allow our experience, education and expertise to cloud our visions and thinking. In 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**

**Advertising**

**Architecture**

**Automotive**

**Computer**

**Construction**

**Engineering**

**Entertainment**

**Forestry**

**Grocery**

**Healthcare**

**Htg & AC**

**Restaurant**

**Hotel/Motel**

**Insurance**

**Interior Design**

**Entertainment**

**Sports**

**Health/Exercise**

**Janitorial**

**Legal**

**Real Estate**

**Recreation**

**Retail**

**Discount**

**Software**

**Sports**

**Travel**

**Trucking**

**Vending**

**Undertaking**

**Warehousing**

**Yacht Design**

**Zoo Keeping**

**Ide8** for Your Challenge





# How You Think/Learn Solve problems/Communicate

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How you **think** affects how you **learn**.

How you **learn** affects how you **solve problems**.

How you **solve problems** affects how you **communicate**

How you **think/learn/solve problems & communicate**  
all affect how you lead **Productively & Successfully!**



1. use facts
2. give answers
3. work alone
4. as a detective
5. explainer
6. questioner
7. calculator
8. precise
9. abstract
10. logical thought



**Meditative M**

1. *flashing ideas*
2. *imagination*
3. *see answers*
4. *lots of ideas*
5. *experimenter*
6. *pretend easily*
7. *see patterns*
8. *risk taker*
9. *inventive*
10. *future thinker*



*intuitive*



**Directive Dd**

1. work step by step
2. practical
3. plan first
4. neat & organized
5. direct other people
6. follow the rules
7. on time exactly
8. dependable
9. do things right way
10. want correct answer



**negotiative**



1. friendly
2. loyal to others
3. work w/ people
4. involve others
5. emotional
6. joiner
7. follower
8. trustworthy
9. enjoy talking
10. flexible



# How I See Other Cre8ng Styles Using M.I.N.D. Design's™

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Meditatives look at people as...

**Very precise,  
thorough thinker,  
logical, rational,  
very focused**



Rule book bound,  
mentally stuck,  
can't think for  
themselves.

**M** | **!**  
-----  
Dd | n

Out in space,  
no facts or proof,  
out of touch with  
reality

**loner**

Way too sensitive,  
take things too  
personal, pushy,  
often invading my space

Football  
Football

Intuitives look at people as...

Too factual,  
overly precise,  
number oriented,  
too single focused.

**Creative,  
risk-taker,  
challenging,  
innovative.**

**M** | **!**  
-----  
Dd | n



**individual**

Too orderly,  
too rigid, inflexible,  
too dependent on  
the rules.

Too friendly,  
overly personal,  
too dependent upon  
others.

Field & Track

Directives look at people as...

Too argumentative,  
always improving what  
already works fine,  
not realistic, a loner.



**Reliable,  
orderly,  
consistent, loyal,  
accurate & right,  
highly dependable**

**M** | **!**  
-----  
Dd | n

Flighty, breaks  
all the rules,  
unreliable, egotistical  
not company  
person.

**joiner**

Too sensitive,  
inconsistent,  
too soft towards people,  
can't make  
own decisions.

Baseball

Negotiatives look at people as...

Insensitive, blunt,  
too logical,  
too theoretical,  
uncaring.

Too far out,  
a little crazy,  
too independent.

**M** | **!**  
-----  
Dd | n



**member**

Too ruled oriented,  
not very friendly,  
inflexible, too  
machine-like.

**Friendly,  
caring, sensitive,  
easy to be with,  
very giving.**

Basketball