

Feed Your Head

When your brain hungers for creative ideas... try giving it something else to digest!

An effective technique for many creative people is to get away from the problem at hand and give the ideas the time and space necessary to germinate.

"Most creative people forget the most important step in the creative process - incubation."

Creative Getaway and its length will vary with the individual.

1. Meditate
2. Enjoy a Hobby
3. Listen to Music
4. Attend a Performance
5. Play
6. Take a Trip
7. Go to a Gallery or Art Show
8. Work in a Different Medium
9. Have Fun with Techno-Toys
10. Get Physical, Exercise
11. Get Spiritual
12. Take a Nap

Go Back to the Basics

Take a step back and reflect on what you learned in school or the types of things that inspire you.

1. Theory Books
2. Master Works
3. Magazines/Internet

Get a Little Help from a Friend

Solitude can be good for concentration, but input from others helps with creativity.

1. Brainstorming in a group
2. The Talent Pool – Look to other professions for ideas

Look Around

Under the pressure of deadlines and work demands we can lose sight of some of the most enjoyable and inspiring aspects of life.

1. Enjoy your Surroundings - Environment can play a big role in creativity. Lighting, Plants, Music etc.
2. Appreciate the Family – Balance work and time for relationships.
3. Trust Your Instincts - Second-guessing hampers creativity.
4. Be Open - Allow for Serendipity - Creative ideas come from weird places, be open to receive them.

The top ten places where we get our new ideas:

10. Cutting the grass
9. Listening to a church sermon
8. Waking up in the middle of the night
7. Exercising
6. Reading
5. During a boring meeting
4. Falling asleep or waking up
3. Sitting on the toilet
2. Driving
1. Taking a bath or a shower.

0. The least likely place to come up with a new idea was at your desk at work.

"It is better to answer one question eight different ways than eight different questions one way." – Plato

Unlearn the old "True or False" rules of school:

- One right answer.
- The teacher's always right.
- The right answer's in the back of the book.

You need to challenge the rules of school by:

- Looking for *several* right answers.

Learn to see things backward, inside out, upside down and what it is not.

The Simple "Why?" method. Repeat the "Why" question 5 times.

Example:

1. Why are there so many people just standing around? Answer: They have nothing to do.
2. Why don't they have anything to do? Because there is nothing programmed at that time.
3. Why is there nothing programmed? Budget issues.
4. Why are there budget issues? Lack of Revenue
5. How do we get more revenue? New Revenue, Increase Admission, Beg & Borrow more

Then ask: "In what ways might we change that..." for each of the 5 answers.

Many adults forget how to have fun, are too embarrassed, or, are too concerned about responsibilities to consider the natural healing capabilities of simple, relaxing, and treating yourself to some plain natural fun.

How to have Fun

- 1) Planning: Don't do any.
- 2) Goals: Don't have any.
- 3) Schedule: Don't even think about.
- 4) Expected outcome: Don't have one.

NOW Turn those sour lemons into...

Brazilian Caipirinhas

Cachaça, a liquor made from sugarcane, gives these drinks their distinctive flavor. In Brazil it is traditional to make caipirinhas one or two at a time. For ease of entertaining, however, you can simply combine all the ingredients in a pitcher.

- 4 lemons or limes
- 1/2 cup sugar
- Ice cubes
- 1 1/2 cups *cachaça*

Quarter 1 lemon or lime lengthwise, then cut each quarter in half crosswise and divide pieces between 2 (6-ounce) glasses. Add 1 tablespoon sugar to each glass, then muddle lime pieces by pounding and pressing with a wooden spoon until sugar is dissolved. Fill each glass with ice and add 3 tablespoons (1 1/2 ounces) *cachaça* to each, stirring well. Make 6 more cocktails in same manner.