

A workshop for a group to  
help think about **how to get  
a bit more creative**





“ Creativity is intelligence  
having fun. ”

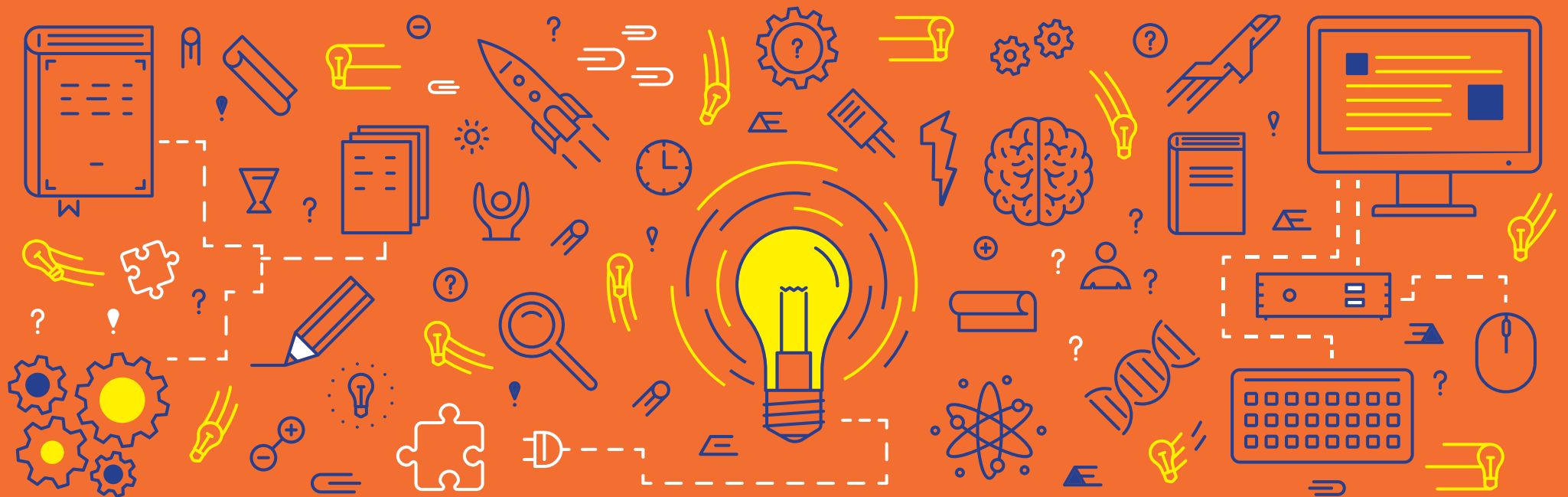
- Albert Einstein

# What is creativity?

Creativity is defined as the tendency to generate or recognise ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others.

Three reasons why people are motivated to be creative:

- 1 Need for novel, varied, and complex stimulation
- 2 Need to communicate ideas and values
- 3 Need to solve problems



In order to be creative, you need to be able to view things in new ways or from a different perspective. Among other things, you need to be able to generate new possibilities or new alternatives. Tests of creativity measure not only the number of alternatives that people can generate but the uniqueness of those alternatives.

The ability to generate new alternatives or to see things uniquely does not occur by chance; it is linked to fundamental ways of responding to things, such as flexibility, being comfortable with ambiguity or unpredictability, or the enjoyment of novelty. Ways of thinking that most children display.

This group workshop is designed to reconnect you with these ways of thinking.



Why? Because creativity helps you to see things differently. And can help you help others see things differently.



## Creative gym: Give your brain a kick start

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There are 5 random words opposite. Use one of them as the basis for the most interesting hypothetical question you can based upon something being different or not existing.

Start your question with “Imagine what the world would be like if...”

You have 5 minutes.

Share the answers in your group.



1 Tortoise



2 Sedatives



3 Fins



4 Spys



5 Artillery



# Right – start developing your toolkit

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A quick fire round of questions:



- 1 What do you think you will need in your toolkit to be successfully creative?



- 2 What will enable you to view things in new ways or from a different perspective?



- 3 How can you generate new possibilities or new alternatives?

Put your answers on a white board.



One answer: Challenge the logic in your head. Did you already get this one?



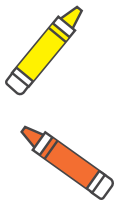


## Other tools



### Commit to developing the skill

Creative thinking is not a talent even though some people might appear to be naturally creative. The ability to think creatively is a skill that can be learned, enhanced and taught. People who seem to be more creative have just invested more time and energy learning and practicing to be more creative. Give your self TIME to think creatively.



### Children

Children are more creative than most adults. People become less creative as they grow older because they are rewarded for being un-creative. Most jobs demand conformity not creativity. As we mature we tend to become embarrassed by our attempts at creativity so we avoid that discomfort. If you want to be more creative - think like the child you once were. Spend more time with children and you will be more creative.



### Humour

If you want to encourage creative thinking - tell a joke or read a funny story. Watch a comedian. They talk about life but in a slightly quirky way. To inspire others to offer creative ideas, make them laugh. Laughter relaxes people and opens their minds to new ideas. Laughter removes inhibitions and allows the mind to cross over from logical thinking into creative space. If you want to be more creative, laugh.





## Naïve Questioning

The best thinkers ask good questions. The most creative minds ask probing questions. When you ask questions without assuming the answer you will find more creative possibilities. Einstein perfected this technique as he explored the laws of the universe. The only way that he could find the answers to the question about the universe was to ask questions and explore the possibilities within his mind. Ask naïve questions. Don't pretend to know the answers.



## Role Playing

When you are stuck for ideas, pretend to be someone else. That person could be real or fictional, dead or alive, a composite or specific. Get into someone else's head. What would your favourite hero do in this situation? How would your rival fix things? What would your role model say about this problem? What would your grandmother do? How might different generations handle the situation?



## Know that You are Creative

Believe that you are creative, even if the ideas aren't appearing fast enough for you. You will have used your brain to solve problems. Remind yourself of when and how - the creative ideas that got you out of trouble.



Describe a time you solved a problem creatively to the group.



Quick quiz:  
Which is the odd word out.....?

There are 4 random words opposite. Your aim is to pick which is the odd word out and explain why.

Which word and why? Quick answer.

Tip: The answer is up to you.



1 Internet



2 Soccer



3 Giant



4 Bulb



## A seriously useful tool: The six thinking hats

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The human brain thinks in a number of distinct ways. These ways of thinking can be deliberately challenged in a structured way allowing you to develop tactics for thinking creatively about particular problems.

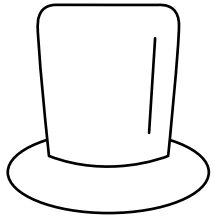
Edward De Bono famously described this in his 'Thinking Hats' – identifying six distinct directions in which the brain can be challenged and giving them an equivalent 'hat'.

Each hat represents these distinct directions in thinking and is assigned a colour.

Tip: Buy his book and read it. It is a worthwhile investment.

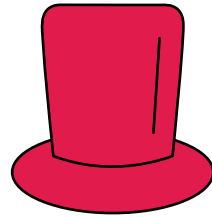


## The Thinking Hats and your attitude when you wear them



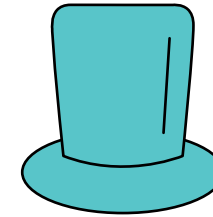
### Facts

The White Hat calls for information known or needed. “The facts, just the facts.”



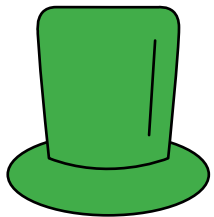
### Feelings

The Red Hat signifies feelings, hunches and intuition. When using this hat you can express emotions and feelings and share fears, likes, dislikes, loves, and hates.



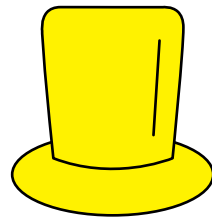
### Control

The Blue Hat is used to manage the thinking process. It’s the control mechanism that ensures the Six Thinking Hats® guidelines are observed.



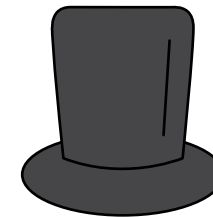
### Creativity

The Green Hat focuses on creativity; the possibilities, alternatives, and new ideas. It’s an opportunity to express new concepts and new perceptions.



### Positive

The Yellow Hat symbolizes brightness and optimism. Under this hat you explore the positives and probe for value and benefit.



### Negative

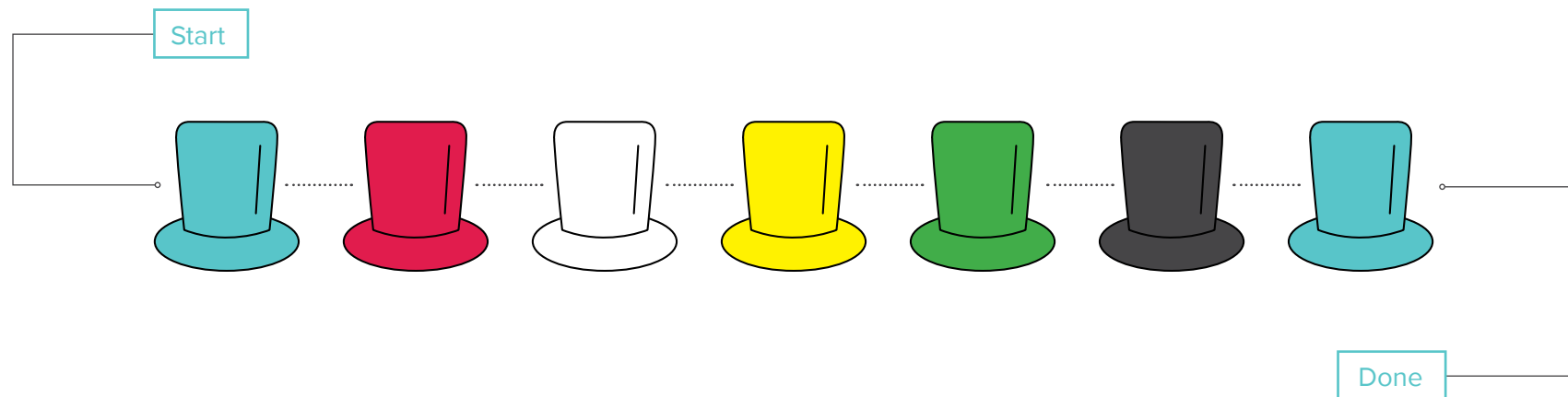
The Black Hat is judgment - the devil’s advocate or why something may not work. Spot the difficulties and dangers; where things might go wrong. Probably the most powerful and useful of the Hats but a problem if overused.

With the six modes of thinking you can create thinking hat creative problems solving sessions. These sessions use the hats in sequence to structure the thinking process, towards a specific goal.

The sequence you prefer can be up to you. You might plan the first few hats, try out that sequence, then see what seems to be the right way to go.

The one rule is that sequences always begin and end with a blue hat.

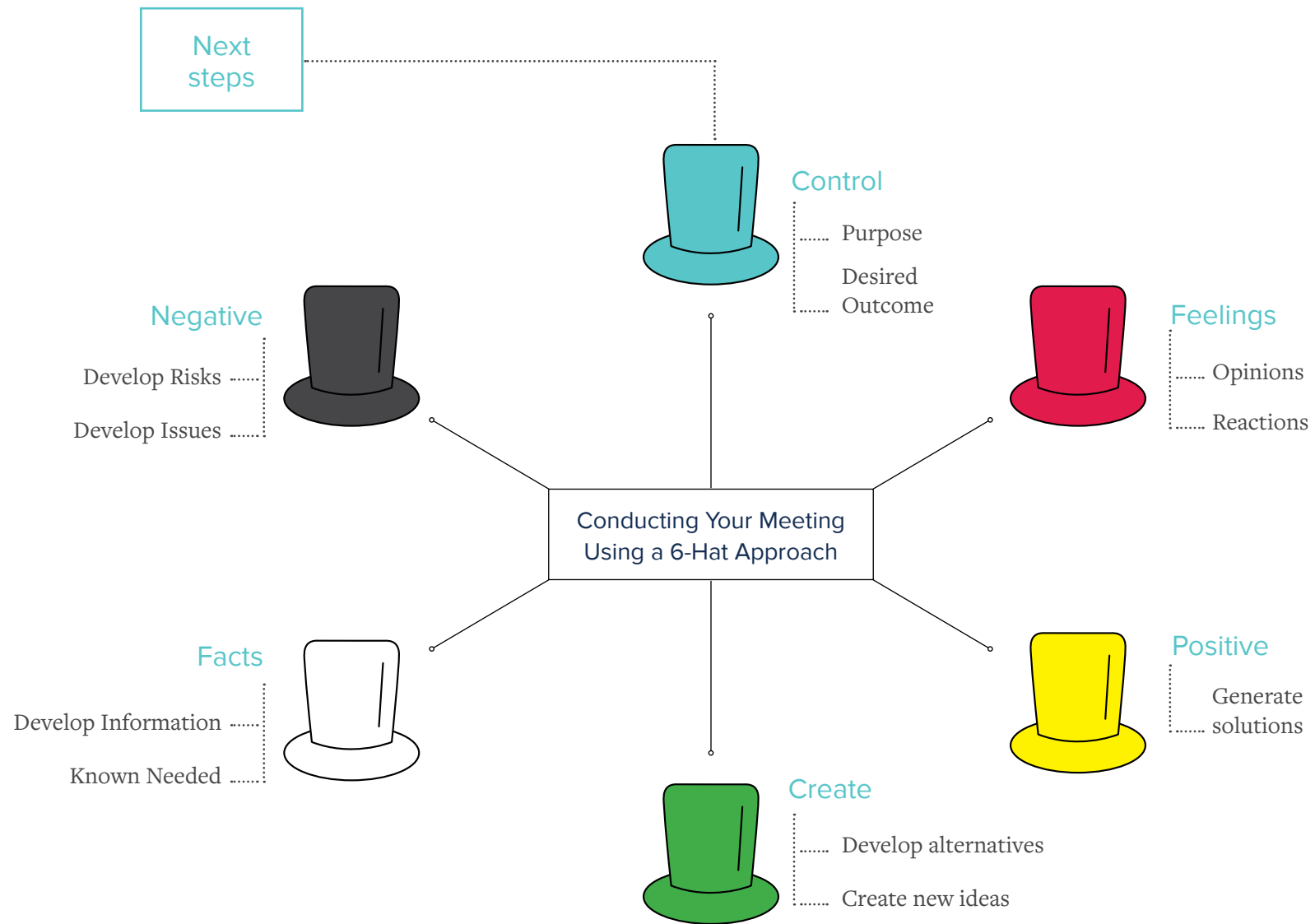
First up – using the blue hat - agreement is established on how the thinking [sequence] will progress, then – using all the other hats - the thinking is done, then [back to blue] the group evaluation of the outcomes of that thinking and the plan for what to do next. Sequences (and hats) can be used by individuals but they are great for groups.



Now, as a group choose a challenge to run through the six hats process. When your challenge is identified put up the next slide to help you work through it.







Here are some random words. Use one of them to tell the group why you will now be able to be more creative.

Calm

Song

Photograph

Opera

Spirited

Humility

Courage

Pirate





What are your final thoughts on how you found these exercises? Share them before you go off and create new things.

# STRING THEORY

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