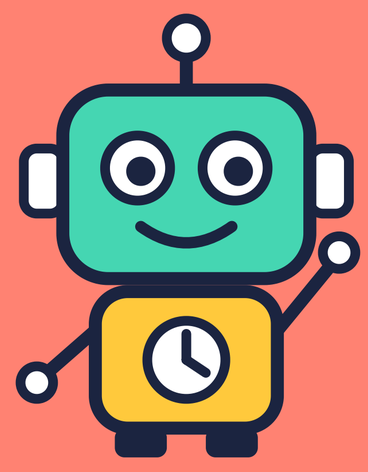
CREATIVE THINKING

Need an idea? Make a spark.



Creative thinking means coming up with ideas that are new and useful. These eight skills help you spark ideas and make them better.

1 Wonder and notice

CURIOSITY

New ideas start with noticing and wondering.

ASK YOURSELF

What do I notice? What if…?

"I wonder why…"
"What if…?"

Slow down. Use every sense.

2 Lots of ideas

BRAINSTORM

Your best ideas come after your first ideas.

ASK YOURSELF

Have I gone past my first ideas?

Go for lots
Judge later
Say "yes, and…"

4 × 5 = 20 ideas

3 Look another way

FLEXIBLE

Go for different kinds of ideas, not just more.

ASK YOURSELF

What else could this be?

Change who
Change where
Change what

A cup can be a drum.

4 Mix and match

COMBINE

Join two old things to make one new thing.

ASK YOURSELF

What could I join together?

Shoes + wheels
Spoon + fork
Suitcase + wheels

3 × 4 = 12 mash-ups

5 Use the limits

CONSTRAINT

Limits make you more creative.

ASK YOURSELF

How can a limit help me?

Limit the number
Limit the time
Limit the tools

5 + 7 + 5 = 17

6 Flip it

REVERSE

Think of the worst idea, then flip it over.

ASK YOURSELF

What is the worst idea, flipped?

WORST IDEA
No shade anywhere

FLIPPED
Shady trees

7 Make it better

ELABORATE

A first idea is a seed. Keep improving it.

ASK YOURSELF

What could I add, take away or change?

Add
Take away
Change

Never stop at version one.

8 Share it bravely

ORIGINAL

Share your idea, even before it is perfect.

ASK YOURSELF

Who could I show this to?

Show it early
Say "yet"
Give credit

It doesn't work… yet.