

CINEMA

COMMUNICATE INTEGRATE EDUCATE & MOTIVATE ADMINISTRATORS

CREATIVE THINKING - WAYS TO BREAK OUT OF THE BOX!

We can all see the impact that new technology is having on our workplace, as we work for a very progressive company. However, along with all of the mechanical changes, we still need mental prowess to propel the company into undisputed leadership. Some people may feel that they are not creative. On the contrary, everyone can learn to develop their creative spirit and generate ideas to improve their department, the company or their life.

Creativity needs to be cultivated — it's a process of exploration, learning and having fun. A terrific book is available, called "*Aha! 10 Ways to Free Your Creative Spirit and Find Your Great Ideas*." The author, Jordan Ayan, is one of the most sought after speakers and consultants on creativity and the creative use of technology in business today. This book is chock-full of exercises and activities to help expand your brain and develop innovative, exciting ideas — whether you think you are creative or not. Some techniques may help spur your creativity at work, while others you can try at home. There are four fundamentals of the creative spirit, Ayan says (your creative C.O.R.E.*):

Curiosity - The questioning force

Openness - Respect and flexibility for new ideas

Risk Tolerance - The courage to leave your comfort zone

Energy - The fuel to work and the spark of passion

Everyone has a creative personality, Ayan insists, it's just a matter of mastering the techniques of idea capture. There are ten basic strategies he expands upon with simple and fun techniques designed to help you burst through mental blocks. These are:

1. *Connect with people* - Network; find a mentor; see things from other peoples' perspective; make an effort to engage in conversation with people; cultivate relationships and surround yourself with creative individuals.
2. *Design an enriching environment* - Consider the mood of your working environment. Is it conducive to creative thinking? Are you surrounded by your favorite pictures, thought-provoking slogans and added personal touches?
3. *Explore through travel* - Venture beyond your geographic comfort zone and free your mind! Observe, learn about new environments and cultures, discover new points of view, enjoy stimulating experiences.

4. *Enjoy play and humor* - When was the last time you used finger paints? Play is a vital part of the creative process. It involves curiosity, imagination, experimentation, fantasy - it brings out your inner child without the pressure to produce.
5. *Expand your mind through reading* - Cicero said, "A room without books is like a body without a soul." Books allow you to venture into the diversity of human life. They are inspiring, intriguing and informative. A bookstore can be an amusement park for the mind. It's so easy to learn and discover.
6. *Take an interest in the arts* - Visual or musical, the arts can be used as tools to fuel creativity. Doodle! Listen to a new type of music. The feelings these art forms provoke can unleash creative breakthroughs.
7. *Plug into technology* - Technology can be both a facilitator of the creative process and a form of creative expression. Feed your imagination by being creative with the software on your PC. Learn all the quirks, short-cuts and benefits your programs can provide, and incorporate them into your work.
8. *Powerthink your challenges* - When you need a quick solution, try Ayan's collection of concentrated thinking strategies. Techniques like brainstorming, mindmapping, PowerJournaling and role playing can break the boundaries of the creative process.
9. *Release your alterconscious* - Intuition, daydreams, visualization, meditation and dreams are linked strongly to how we create and invent new ideas. Train yourself to pay attention to your mind and capture information.
10. *Connect with your creative soul* - Take the time to understand your inner-self and find seeds of great ideas planted deep down. Explore and discover your spiritual side and incorporate it into your creative work.

"Creative people fall into two camps," Ayan reminds us, "Those who are great at coming up with ideas and those who are great at coming up with ideas and making them happen! No ideas just happen," he says, but with planning, persistence, patience, passion and Ayan's strategies, you can have fun discovering your own *Aha!*'s every single day. ☐☐☐

Excerpted with permission from Jordan Ayan, author of "*Aha! 10 Ways to Free Your Creative Spirit and Find Your Great Ideas*." Published by Three Rivers Press, a division of Crown Publishers, Inc.. C.O.R.E.* is a registered trademark of Create-It! Inc.

"There are really only three types of people: those who make things happen, those who watch things happen, and those who say, 'What happened?'" - Ann Landers