

Exercises in Creativity and Innovation

Learn How to Unleash Your Creative Powers, Even if You Think You Don't Have Any



Course Book

Table of Contents

Introduction
The 6 Key Traits of Creative People.....
The Perfect Environment for Your Creative Flow
Creativity Exercise 1 – Free Writing
Creativity Exercise 2 – Randomize
Creativity Exercise 3 – Do the Opposite.....
Creativity Exercise 4 – Think Like a Child
Creativity Exercise 5 – Mind Mapping
Creativity Exercise 6 – SCAMPER.....
Unlocking the Flow – Common Barriers to Creativity.....
Conclusion – Get Started with Your Creative Flow

SAMPLE

Introduction

Nothing gets done in the business world without a good dose of inspiration behind it. Whether you're developing a new product, designing a website, or trying to decide how to set your company apart from others, you need to be creative. It's essential to everything your business does and to your ultimate and continuing success.

Most people believe that creativity is innate. They think there are creative people and non-creative people. But the truth is that we all have the capacity to be inspired and apply that to our lives and our work. Innovative people are just more in tune with their imaginative side and know how to let it flow.

In this course, you'll learn tips and tricks to get your creative juices flowing. These tips and exercises can be used not only to benefit your business but also to add something new to your life.

In this course, you'll learn:

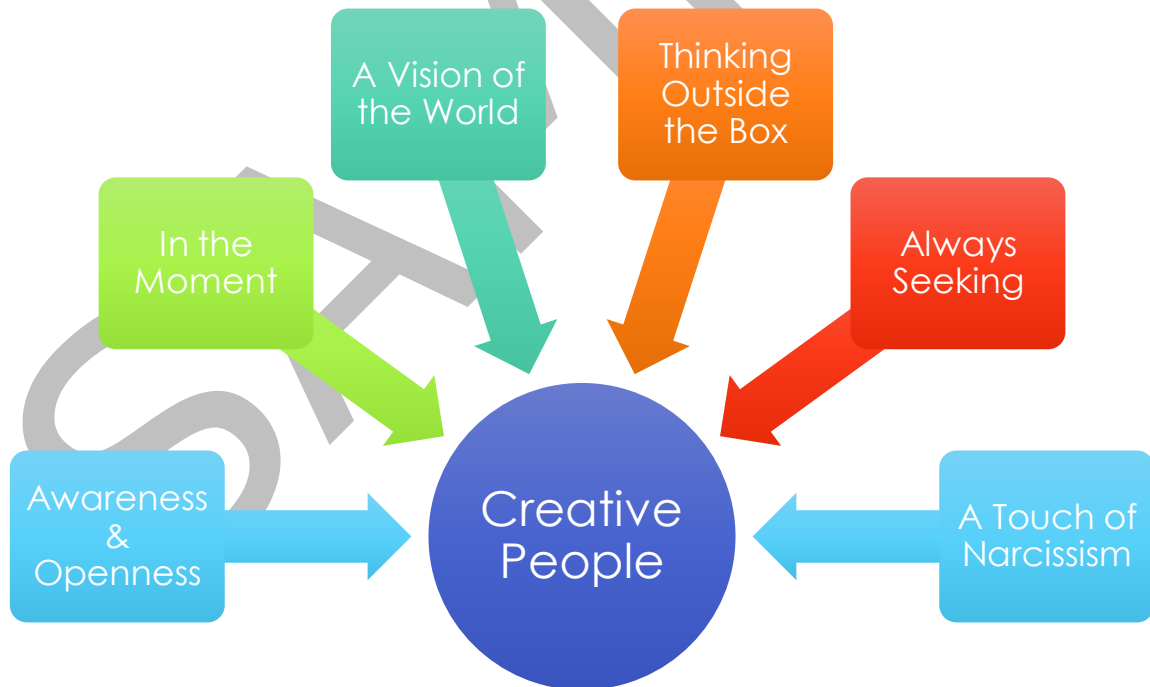
- The key characteristics of creative people
- How to arrange your environment to stimulate your creative thinking
- Six exercises to help you unleash your creativity and come up with new, original ideas
- Your biggest barriers to creativity and how to remove them
- How to put these methods and exercises to use and make a schedule for your creative work

So without further ado, let's get started and get creative!

The 6 Key Traits of Creative People

When you want to be creative, how do you get there? You may feel that inspiration comes from out of nowhere and you have no control over it. If only you could grab ahold of this fleeting inspiration!

Actually, creativity is something you can control. It's also something you can learn and instill in yourself. There aren't simply those born with, and those born without. Here are the six key characteristics of creative people. If you can learn to adopt at least some of these traits, you can boost your own ability to innovate.



Awareness and Openness

Creative people are hyper-aware. They're able to see things that others miss. They can hear a melody in a random sound of nature or see a work of art in a mundane view out the window. In addition to being aware, they're open. They latch onto that passing thought that we would usually miss and turn it into art. Anything is a possible inspiration for a work of art.

In the Moment

Even though we create something with an end product in mind, during the act of creation we're lost in what we're doing and focused on the present. Creative people are fully 'in' whatever it is they're doing. They have a sense of play that allows them to become fully absorbed in the activity and to ignore the rest of the world. They tinker like a curious child and the piece gradually emerges through this creative play.

A Vision of the World

Creative people have a vision of the world and a persistent need to express this vision. It doesn't need to be something large or important. It could be a new gadget or a doodle on a piece of paper. But it's this insistence on creating in the world the image in your head that gives the creative person their energy.

Thinking Outside the Box

A creative person is willing to consider wild, crazy ideas that may be insane or impractical to others. They can think outside the box and consider a

whole different world than the one we take for granted. Creative people demand originality. They take common knowledge and accepted truths and turn them inside out. They're rebellious, resisting society's norms.

Always Seeking

Like a child, a creative person is curious and always seeking for answers. They relentlessly ask questions and are never satisfied with the standard response. Creative people try to get to the bottom of things and are open to new ideas that come along.

A Touch of Narcissism

Finally, it never hurts for a creative person to have a bit of narcissism. Confidence and bravado help a creative person introduce their wild ideas into a world that may consider them insane. Although not totally necessary, this feeling of self-importance can provide fuel for the creative process and encouragement.

People aren't born creative but some find it naturally easier than others. If you don't feel like the 'creative type,' you just need to unlock the inner creativity that's lying dormant inside you.

Learning Activity:

Use The 6 Key Creativity Traits worksheet to answer the following questions:

1. Which of the 6 traits already applies to you? Rate yourself using the worksheet
2. Go back and look at your ratings. Which traits do you think you could easily adopt?
3. Under each trait, list actions you can take to improve.

ATTENTION:

This is only an excerpt from our full course, [Exercises in Creativity and Innovation](#)

The full, customizable course contains 11 modules including an Introduction and Planning module.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Workbook, graphics, tweets, and other resources.

Exercises in Creativity and Innovation

Learn How to Unleash Your Creative Powers, Even if You Think You Don't Have Any

