



CREATIVITY +

Catalyst for Creative Thinking

By Paulina Larocca



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HOW TO USE THIS GUIDE

The toolkit is divided into four colour-coded phases: Visioning, Discovery, Ideation and Momentum. Each phase has a supporting Mindset, Toolset and Skillset, plus a personal example to bring it to life. The flip board design enables you to move back and forth through the process easily; because the creative process is iterative, sometimes you have to step back in order to leap forward.



VISIONING



DISCOVERY



IDEATION



MOMENTUM

VISIONING

Visioning is all about believing in the power of your dreams by tapping into your potential and broadening your possibilities.



DISCOVERY

Discovery is about exploring the questions needed to begin shaping your dream and seizing more opportunities.



IDEATION

Ideation is about generating as many ideas as possible and avoiding the temptation to stop at the first good one. It's the quantity, not the quality, that counts at this stage.



MOMENTUM

Momentum is about making it real and being inventive about all the ways to bring your ideas to life and get valuable, real-time feedback.





MINDSET

The best attitudes to embrace the Skillset and Toolset. Your Mindset is the fundamental operating system and enabler of creativity and innovation.



SKILLSET

The behaviours that put your knowledge and abilities into practice to accomplish your goals. It involves repetition and reinforcement to inculcate creative leadership.



TOOLSET

The tools and techniques to help you collaborate, generate new options and inspire commitment.



PERSONAL EXAMPLE

My story of using the Mindset, Skillset and Toolset in action.



DISCOVERY

Discovery is about exploring the questions needed to begin shaping your dream and seizing more opportunities.



CAPTURE YOUR OBSERVATIONS AS INSIGHTS



Observations come from a keen attention to what people do or say. Discover insights by probing for the “why” behind your observations. This process helps reveal people’s hidden motivations. At this point, you may not be certain of the “why”, but not to worry, you can test your hypotheses in the next stage.

A great insight sparks a revelation or an “aha!” moment. Go beyond the observed to discover why people do what they do, because then you know how to motivate them.

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MINDSET

Defer judgement. It's impossible to be curious and judgemental at the same time. Trying to generate and evaluate ideas at once is like trying to drive with one foot on the accelerator and the other on the brakes; you won't get anywhere, and you might blow a gasket.

Ideas are not actions. There's no risk in deferring your evaluation, but there is in judging too early. There are countless examples of experts who prematurely rejected great ideas out of hand. Fred Smith, the founder of FedEx, was told by his Yale University professor: "The concept is interesting and well-formed, but in order to earn better than a 'C', the idea must be feasible."

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BRAINSTORMING

Brainstorming is great in groups, but can be done by yourself.

HOW TO RUN

- 1.** Write the Brainstorming question at the top of the page or flipchart.
- 2.** Whatever ideas come to mind, go with it. Don't evaluate ideas while you're generating them. Practice deferring judgement.
- 3.** Set a target for the number of ideas you want and set a time limit and start generating ideas.
- 4.** Go for quantity as the more ideas you generate, the more likely you are to have an original idea.
- 5.** Keep going until you meet your quota or have enough ideas to address the challenge.
- 6.** Use the Idea Sheet (next page) to develop the ideas generated in your Brainstorming.

Source: International Center for Studies in Creativity



SKILLSET



BUILD BELIEF



**CREATE
URGENCY**



**CONSTANTLY
EXPERIMENT**



ASSISTERS/RESISTERS

A tool that identifies your stakeholders and helps leverage their momentum or overcome their objections.

- 1.** Take a piece of paper and draw a line down the middle. On the left-hand side of the paper write the word Assisters. On the right-hand side write the word Resisters.
- 2.** Assisters: Consider all the people or things that might assist you in getting this solution implemented. These are your Assisters. List as many as possible in the left-hand column.
- 3.** Resisters: Consider all the people or things that might prevent you from implementing your solution. These are your Resisters. List as many as possible in the right-hand column.
- 4.** Review both lists and identify the key Assisters and Resisters who are most likely to help or hinder.
- 5.** Explore all the possible ways to leverage Assisters and overcome Resisters.

CREATIVITY +

“Creativity+ is the perfect launch point for anyone looking to better understand how creativity can be used no matter where you work. Learning should always be this much fun!”

Theresa Snout, Office of the Special Envoy of the United Nations

Creativity+ is a toolkit that will inspire, challenge and transform you by showing you how you can infuse creative thinking into all aspects of your life. Written by acclaimed creativity consultant and trainer, Paulina Larocca, who is a faculty member at The School of Life and has a Master of Science in Creativity from Buffalo State University.

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