

## > Think creatively

Creativity begins with thinking creatively. Luckily it's a bit like riding a bicycle. Everyone can learn how and it's something you'll never forget. But like bike riding, practice makes perfect. So give creative thinking a try. The following five tips will get you going.

### Tip 1: Look creatively



You look at something. You see what it is. Practical but not very original. Try to look at things differently. Really differently. We'll bet you will discover something new.

**Exercise:** Take an everyday object like a clothes peg or a toothbrush. Take a good look at it and think what else this object could be.

### Tip 2: Reserve judgement



How often do we say: 'not possible', 'too difficult' or 'too expensive'. With this type of thinking, innovative ideas just don't get a chance. Take the 'no factor' out of your thinking and you'll discover unexpected ideas and new solutions.

**Exercise:** Picture the person who annoys you the most. Write down five positive things about him or her.

### Tip 3: Try flexible association



Someone says 'air' and you automatically think 'bird'. This is association. This technique is commonly used during brainstorming. With practice, you can learn to associate quickly and flexibly.

**Exercise:** Take a minute to write down every word that comes into your head when you hear the word 'angel'. Do the same with 'cupboard' but try to find twice as many words.

### Tip 4: Think up alternatives!



Your first idea is seldom your most creative one. Go further and develop some alternatives. Don't be satisfied with just one solution.

**Exercise:** Come up with 10 ways to it differently, bigger, no rules, wild, crazy ...

### Tip 5: Image-ine things



Our brain is a treasure chest of experiences. Recall an image, scent, taste or sound and you are tapping into your imagination. Try to visualise things along with an idea; this way the idea becomes more real -- for you and other people.

**Exercise:** Visualise your supermarket as you are walking through the fruit and vegetable section. Describe the smells and sounds you encounter.