

Just A Few Things...

A person educated in mind and not morals is a menace to society — Juanita Kidd Stout

Emotional



What type of mood are you in when you come up with your best ideas? Are you happy? Sad? Nervous? Tired? Relaxed? Stressed? Energized? Inspired?

Your emotions play an important role in your creative life and what you create is a direct reflection of your emotion when you created it.

Think of Pablo Picasso. He sank into depression and painted his Blue Period after his friend committed suicide. His Rose Period followed once his bout with depression was over.

Pay attention to how you are feeling and get those creative juices flowing!

Intellectual

Here are six strategies for generating new ideas.

1. Clustering generates ideas by mapping and organizing them as they occur
2. Listing is an easy way to generate ideas and sort them
3. Cubing is useful for probing a topic from six different perspectives— **describing, comparing, associating, analyzing, applying, and arguing**
4. Dramatizing is a deepened analysis of the journalistic question **HDWDWW**: "How Does Who Do What and Why?"
5. Freewriting generates ideas by "freeing" the link between your brain and your pen by writing as quickly and as freely as you can in a timed period
6. Asking questions about a subject is a way to learn about it. The task is to generate as many ideas as possible in a short period of time.



Occupational

Wikipedia defines Brainstorming as a group or individual creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its member(s). The term was popularized by Alex Faickney Osborn in the 1953 book *Applied Imagination*. Osborn claimed that brainstorming was more effective than individuals working alone in generating ideas, although more recent research has questioned this conclusion. Today, the term is used as a catch all for all group ideation sessions.



Here are Forbes magazine's four steps to effective brainstorming:

1. Lay out the problem you want to solve
2. Identify the objectives of a possible solution
3. Generate solutions individually
4. Once you are clear on the problem, the objectives and personal solutions, work as a group.

