

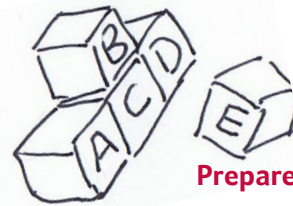


Mark's top tips on (re)discovering creativity at work



What's it all about?

Creativity, put simply, is the process of bringing something new into being. It's characterised by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated things and to generate solutions



Prepare the ground

Creativity requires focus; give yourself the time and space to get completely absorbed in the zone of creativity and inspiration. Most of us have forgotten how to be creative so a good starting point is remembering how you played as a child. This can help you to find your 'lost creativity'

Creativity can be learned

Creativity is a real, practical skill which can be taught and which everyone can (re)discover. It's a way of thinking where we look at familiar things with fresh eyes, examine problems with open minds, challenge assumptions and use imagination, rather than knowledge, to explore new possibilities. Often the only difference between creative and uncreative people is self-perception



Our philosophy on creativity...

We couldn't say it better than Edward De Bono, "Creativity is a great motivator because it makes people interested in what they are doing. Creativity gives the possibility of some sort of achievement to everyone. Creativity makes life more fun and interesting."



Who will benefit?

Bringing creativity into the workplace has benefits for customers in terms of product, service or process innovation. For employees it's a great motivator and the perfect way to involve and engage people in building and shaping your organisation's future

Books that will help

Lateral Thinking: A Textbook of Creativity by **Edward de Bono** is the classic work about improving creativity from the world-renowned writer and philosopher

Hegarty on Creativity: There are No Rules by **John Hegarty** provides wisdom from the man who has made his career out of creativity and has helped numerous clients grow their business

How to Mind Map: The Ultimate Thinking Tool That Will Change Your Life by **Tony Buzan** is a great book by the world-renowned inventor of Mind Maps

Visit these websites:

- www.thinkbuzan.com - Tony Buzan's website featuring mind-mapping software for download
- www.edwdebono.com - insights and tips from the father of lateral thinking
- www.creativitypost.com - a non-profit web platform committed to sharing the very best content on creativity



Or give us a shout:

+44 (0) 1858 461071 / hello@rambutan.biz / www.rambutan.biz and we'll help you realise the creative potential within your organisation



Throw out the rule book

When you brainstorm, create and enforce a 'no holds barred' rule where nothing is outside the realm of possibility. Avoid words and phrases like 'but', 'how would we', and 'we can't'. If necessary, designate someone to police those phrases



That's a good idea

Keep the ideas flowing and remember this is about idea generation; there's never any criticism or evaluation. Have fun brainstorming to generate as many ideas as possible, from solidly practical ones to wildly impractical ones. Encourage everyone to develop other people's ideas to create new ones and see where they lead

