

Creativity:

“Creativity involves breaking out of established patterns in order to look at things in a different way” – Edward de Bono

By Liggy Webb

Creativity is a very common term these days and it is a useful tool when we are not able to solve problems or we need to explore new and innovative ways of doing things. It is also something that we need to do to cut back on some of our costs in challenging economic times!

I am sure that we all unanimously agree on one thing: the fact that problems can be the curse of the day and destroy our peace and happiness. Successful is the one who can conquer his problems and live a happy life. Creativity greatly helps us solve problems in practically all fields. It is also a great way for us to explore a wide range of options that may be open to us and to discover new things.

Creativity is an inborn talent of all human beings and one that can also be learned. It is our creativity that makes us distinct and sets us apart from other animals in this world.



It is because of creativity that we are the most successful being on this planet. When we face challenges and aren't able to solve them in the conventional way, we knowingly or unknowingly seek for creative solutions. In fact, in many ways, the more creative we are the more successful we can be.

Whatever our profession may be, creativity is something that can make us more successful and make our work easier and more exciting. Here are a few tips that can help us think creatively.

Brainstorming or “mind showers” as they are sometimes called these days can be an effective way to generate ideas on a specific topic and then determine which idea is the best suited solution. It is also a good practice that, whenever you see an idea, criticise it or appreciate it according to your opinion. Don't be overtaken about what others think about the idea, see what you liked about it and appreciate it. Criticise the negative points in the idea.

This will make your brain seasoned to good and bad ideas and, next time you are trying to solve a problem, your brain will try to solve it in the way you classify “good” and try to avoid “bad” routes to the solution.

Giving a lot of free time to your mind is an excellent approach. Forget all worries and tensions for some time every day and listen to music that you like or play with children. Avoid TV as it makes you more tired. When we are relaxing, the mind is actually working and putting together things that we were thinking of throughout the whole day. It will come out with creative solutions only if we give it enough time and rest. Always pondering over endless problems keeps our minds occupied and prevents creativity.

“Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes, and having fun”

Mary Lou Cook



Getting stuck to one way of thinking and trying repeatedly the same methods is a common phenomenon among us. Try for a fixed duration to solve the problem. If it doesn't get solved, stop thinking of the problem itself. Relax and get engaged in something else that you have to do. Attend to the problem after some time, or maybe the next day if you have lots of time to find a solution to the problem. You will observe that your mind views the problem at a different angle now and a solution may come out in a flash.

One of the best methods to use is "The Six Thinking Hats" which is a creative thinking system that Edward de Bono designed as a practical user-friendly way of thinking creatively and effectively. It is fun and effective and many people use it.



Creativity can be a huge amount of fun and help you to explore things that you would most likely have never experienced before. It can, at times, take us out of our comfort zone and challenge us. However it is also very good for us to use creative thinking to keep our brains fresh, stimulated and alert so there are indeed lots of benefits to this approach.

Creativity - Useful Tips

- **L**isten to classical music
- **A**lways carry a small notebook with you
- **G**o for a walk to stimulate the mind
- **R**ead as much as you can about everything possible
- **E**xercise your brain with puzzles
- **T**alk to creative people
- **P**lay board games
- **I**vent something
- **M**ake a collage from old magazines
- **S**witch off the TV and think

Life is what YOU make it!



The above article is an extract from *The Happy Handbook - A Compendium of Modern Life Skills*

by Liggy Webb which is out now.

Liggy Webb is widely respected as a leading expert in the field of *Modern Life Skills and Workplace Wellness*.

As a presenter, consultant and author she is passionate about her work and improving the quality of people's lives. She is the founding director of The Learning Architect a consortium of niche industry experts. Liggy has developed a range of techniques to support individuals and organizations to cope more effectively with modern living and the demands and challenges of life in the twenty tens and beyond.

As a consultant with the United Nations she travels expensively and has recently returned from Afghanistan which she describes as biggest life education to date!

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