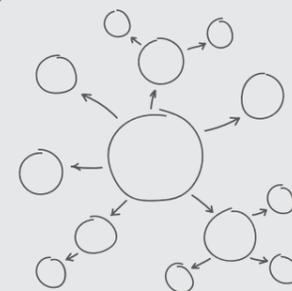


Jump into the shower

A quick guide to the creative process

Being Picasso in a corporate world

Artistic and visual expression are just a few forms of creativity. Creativity in a corporate context is highly about problem solving and seeing connections and opportunities that pushes you and your company solutions forward.



... and yes, everybody can draw

1 Before stepping into the shower

Define the problem

Too often we forget what it is we are trying to solve.

Define the purpose

Your purpose is the reason why you are addressing the problem.

Define the target group

Who are you communicating to?

This is vital for your choice of illustrations, tone-of-voice, and even humor.



Ask 'what if ...!' to kickstart brainstorm

Set a timer for 3 minutes. Write sentences starting with 'What if ...!' Write, write, write, and then repeat for another 3 minutes.

Example:
'What if VR was a part of onboarding new colleagues'

Make mindmaps

Put a word or theme in the middle, and release all associations and thoughts that come to mind. Draw and write, your brain works differently with different methods.

2 Turn on the water!

Generate loads and loads of ideas

If the flow of ideas is too low, you'll only get a trickle of conventional ideas.

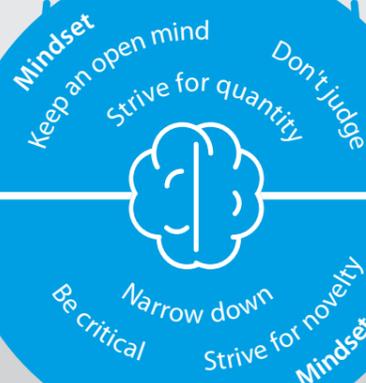
Allow incubation time

The best ideas often come when you're not intentionally trying to solve a problem; in the shower, on the bus, or in bed at night.



Make both verbal and visual connections

Use idioms, analogies, synonyms, similes, and metaphors to kickstart verbal and visual connections.



The shower and the funnel is a concept by Dorte Nielsen & Sarah Thurber, authors of "The secret of the highly creative thinker".

3 Funnelling your ideas

Select a few for the final

Cluster your ideas, and then limit the selection of ideas to a few favourites.

Focus on what you want to achieve

Be affirmative and emphasise what you like.

Select a winner

Select the idea or mix of ideas you would like to proceed with. Remember to check the winning idea with the purpose and problem.



A bad first draft is better than no draft

Have a try, you can't edit a blank page.



4 Groom your idea

Test your idea on a couple of colleagues

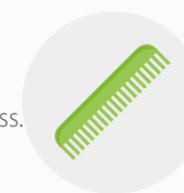
Acid-test your idea with a colleague and 'fail forward'. You don't want to work too far on an idea to have it rejected at a final stage.

Adjust and refine your idea

There are often iterations before your solution is ready to fly. So, enjoy the process as it is ... yes, a part of the process.

When groomed ...

... finish up and let your solution fly.



Argument for/against the ideas

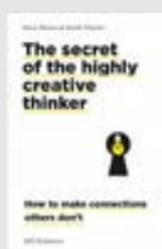
Why is this one good, and why is it bad – most ideas have both sides.



Do you speak Creative?
If not yet, then practice to become fluent

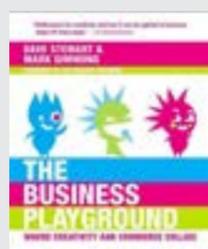
Inspiration and training

Books, videos, and links with inspiration, thoughts, and exercises.



The secret of the highly creative thinker
by creative strategists Dorte Nielsen & Sarah Thurber

Available in Chinese, French, Spanish and more



The business playground – where creativity and commerce collide
by Eurythmics musician Dave Stewart & brand strategist Mark Simmons

How to build creative confidence
A TED Talk by David Kelley, founder of the innovation company IDEO
[Watch here](#)

Creativity requires TIME
A video exemplifying how creativity needs incubation time
[Watch here](#)

Pinterest: Creativity + Inspiration
A visual bookmarking tool that helps you discover and save creative ideas. A great place for inspiration, methods, quotes, infographics, visuals, and more.
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