

5
TIPS



How to be more creative

Five more great ways to improve your creativity

If your striving to achieve creativity heights in one area, it sometimes helps to have a go in a completely different one. It doesn't matter what, painting, writing, music. Give it a try and see what happens, you might even enjoy it.

1 Know your limitations: It can be curiously liberating to face up to what you are rubbish at. Some creative people insist on controlling every aspect of their work, which suffers as a result. If you can let go of things that might helpfully be done by someone else, you can focus on making the most of your strengths.

2 Work with the best: If you want to give your project a boost, get some really talented people to work with you - even the best in the world. They wouldn't want to? How do you know? Have you asked them? Even if the person you have in mind is far too important or famous to bother with you, you've nothing to lose by asking them. If you do a bit of extra research on them and their work before approaching them, you may well learn something useful in the process.

3

Lie back and listen: Just because your not doing or saying something clever right now doesn't mean you're not making or facilitating creative progress. Being passive can be part of creativity too - especially if your working in a team. No creative mind was ever harmed by taking on board a new idea or different point of view.

4

Give to get: After all that hard work, you can't possibly give anything away for nothing - or can you? Well perhaps not *all*; but its surprising how much the most creative people (computer programmers, for example) are prepared to give away, on the basis that they in turn will benefit from a culture of creative generosity. Perhaps you can learn from them.

5

Come back in the morning: Everyone, owl or lark, works more effectively after a good night's sleep. If you're not getting anywhere, don't bash on grimly into the small hours. Better to go to bed and come back refreshed - especially as the brain has a habit of working through creative problems while you sleep. In fact, its worth keeping pen and paper by your bed, in case you want to note down your break-through the moment it comes to you.



Make non-linear lists, Many teachers of creativity advocate the use of “mind maps” (a term first used by Tony Buzan), in which you apply your thoughts to paper in a creative, visually-led way that mimics the way in which the brain organises its thoughts.

