

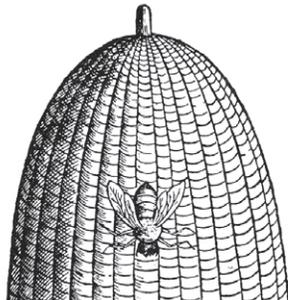
**This is a
creative journal.**

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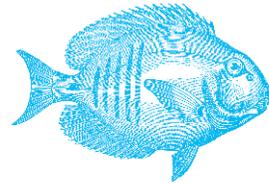
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**Bee
creative.**

Creativity comes easier when you...

→ understand your customer



→ borrow from everywhere

→ prototype your way forward

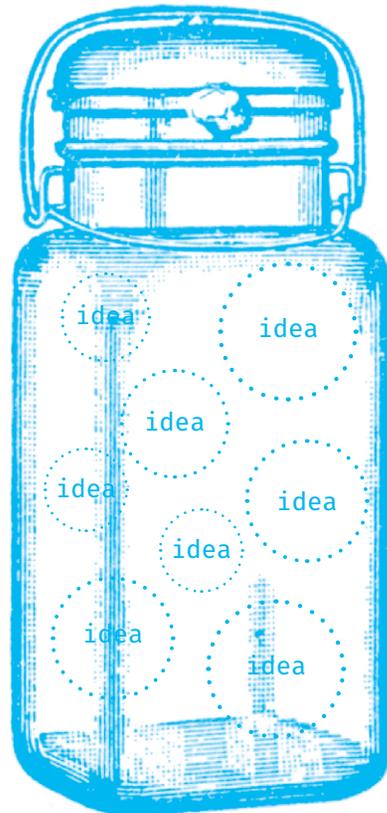


Creativity is connecting new dots.

Encourage connections:

- Notice outside stimuli
- Ask open ended questions
- Produce bronze records
- Make time to think
- Take risks
- **MOVE**

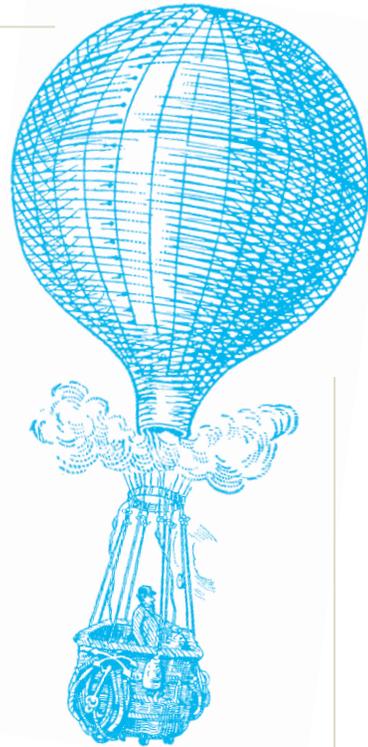
FILL UP THAT JAR!



There are two modes of thinking.

Divergent

- Explore
- Expand
- Create



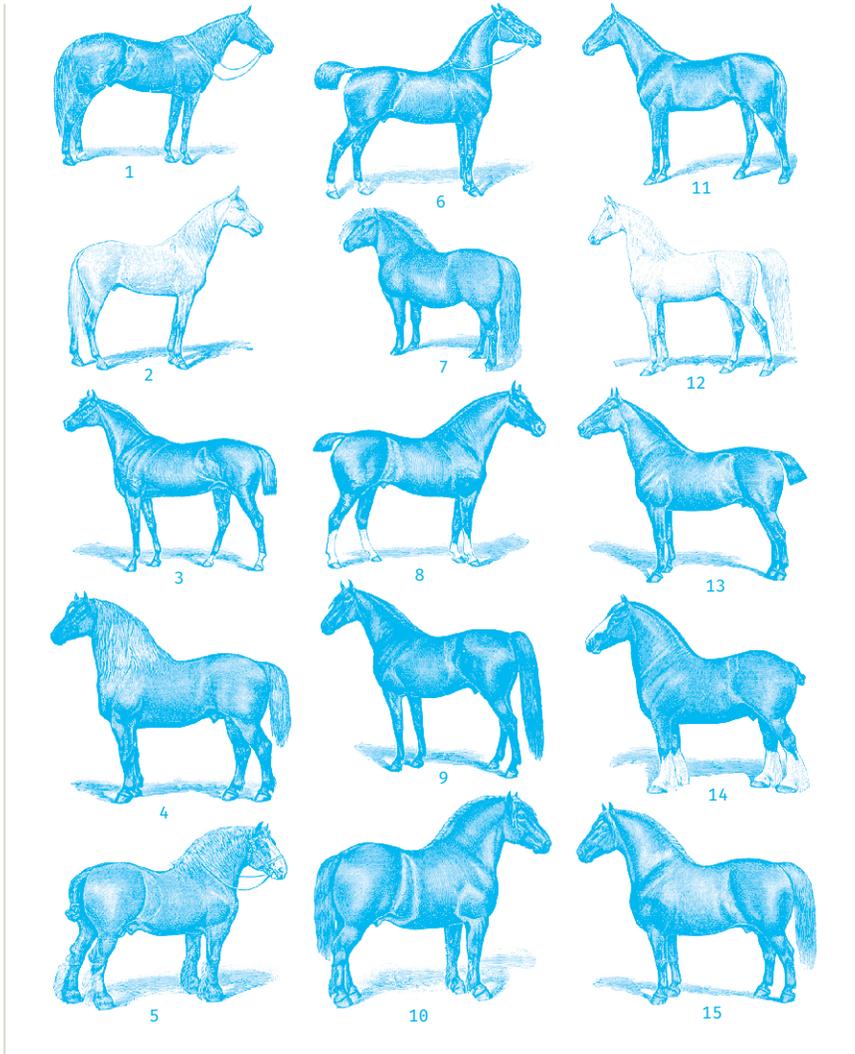
Convergent

- Prioritize
- Narrow
- Select



Need a break?

Take a moment to learn about types of horses,
then try drawing you favorite.



- | | | |
|--------------------------|--------------------------|----------------------------|
| 1. Pacing Stallion | 6. Arab Stallion | 11. Cleveland Bay Stallion |
| 2. French Coach-Stallion | 7. Thoroughbred Stallion | 12. Clydesdale Stallion |
| 3. Trotting Stallion | 8. Hackney Stallion | 13. Shire Stallion |
| 4. Orloff Stallion | 9. German Coach-Stallion | 14. Belgian Stallion |
| 5. Shetland Pony | 10. Percheron Stallion | 15. Suffolk Stallion |



What creative myths are you buying into?

EUREKA!



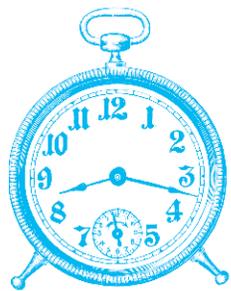
Nonsense!

- "It's not original enough."
- "I need a Eureka! moment."
- "I wasn't born creative."
- "Too many constraints!"
- "It's not perfect enough."
- "There's not enough time!"



The four stages of the creative process:

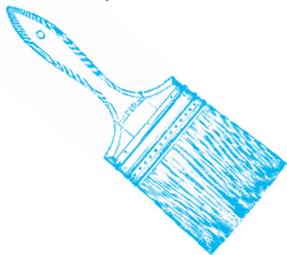
- 1 *Preparation*
Give your mind lots of stimuli.



- 2 *Incubation*
Let your subconscious do the work.



- 3 *Illumination*
Take a walk and see what ideas pop into your head.



- 4 *Validation*
Go test the new idea as quickly as possible.



Big C *Creativity*



This is rare air and what we think of when we are thinking about space shuttles, self-driving cars, and life-saving drugs. It's only one type of creativity, is often reserved for the pros and takes a lifetime of work.

Little C *Creativity*



These are the small everyday acts of creativity – when we order something new at a restaurant, doodle something fun on our notebook, or begin journalling our thoughts. It's approachable, low risk and builds our creative muscles.



Three ways to print and utilize your creative journal.

1

BOOKLET

Print the PDF at at 100% (full) scale, front & back on standard letter size paper (8.5" x 11"). Make sure your printing is set to be centered on the page with short-edge binding. Fold the sheets in half and staple the fold. Page 1 will be the front and back of the booklet, otherwise, you can pick the order. That was easy. Right?

2

FLAT SHEETS

Print the PDF at at 100% (full) scale on standard letter size paper (8.5" x 11"). Voila!

3

GET CREATIVE

Break all the rules. Do what you want. Tape it. Glue it. Make paper airplanes with it.