

UNLEASH

CREATIVITY



DISCOVER AND HARNESS THE CREATIVE POWER OF YOUR MIND

Unleash Creativity ©

Modekurti Oliver

TABLE OF CONTENTS

INTRODUCTION	5
MODULE 1: AWAKENING YOUR CREATIVE POTENTIAL	8
UNDERSTANDING CREATIVITY	8
FINDING INSPIRATION	9
CREATIVE BLOCKS	12
METHODS FOR IDENTIFYING CREATIVITY BLOCKS	12
PREVENTING AND OVERCOMING CREATIVE BLOCKS	14
MODULE 1: IMPORTANT TAKEAWAYS	17
MODULE 1: EXERCISES	18
EXERCISE 1: UNDERSTANDING YOUR CREATIVITY	18
EXERCISE 2: FINDING INSPIRATION IN EVERYDAY LIFE	21
EXERCISE 3: OVERCOMING CREATIVE BLOCKS	25
MODULE 2: CULTIVATING A CREATIVE MINDSET	28
WHAT IS A CREATIVE MINDSET?	28
IDENTIFYING THE QUALITIES OF A CREATIVE MIND	29
WAYS TO GET INTO A CREATIVE MINDSET	31
DEVELOPING CREATIVE CONFIDENCE	35
MODULE 2: IMPORTANT TAKEAWAYS	37
MODULE 2: EXERCISES	39
EXERCISE 1: EXPLORING YOUR CREATIVE MINDSET	39
EXERCISE 2: SIMPLE WAYS TO GET INTO A CREATIVE MINDSET	43
EXERCISE 3: DEVELOPING CREATIVE CONFIDENCE	46
MODULE 3: TECHNIQUES AND TOOLS FOR CREATIVE EXPRESSION	48
BRAINSTORMING & IDEA GENERATION METHODS	48
SCAMPER	48
FREE WRITING	51
MIND MAPPING	52
BRAINWRITING	53
CREATIVE WRITING AND JOURNALING	54
COLLABORATIVE CREATIVITY	57
MODULE 3: IMPORTANT TAKEAWAYS	60
MODULE 3: EXERCISES	61

EXERCISE 1: BRAINSTORMING & IDEA GENERATION METHODS	61
EXERCISE 2: CREATIVE WRITING AND JOURNALING	64
EXERCISE 3: SIMULATED COLLABORATIVE CREATIVITY	67
MODULE 4: APPLYING CREATIVITY IN EVERYDAY LIFE	72
CREATIVE PROBLEM SOLVING	72
THE P-D-I-S-E FORMULA	73
THE 5 WHYS QUESTIONING TECHNIQUE	73
SIX THINKING HATS	75
RANDOM WORD ASSOCIATION	77
REVERSE THINKING	78
ENHANCING PRODUCTIVITY	79
CREATIVE COMMUNICATION	80
MODULE 4: IMPORTANT TAKEAWAYS	83
MODULE 4: EXERCISES	84
EXERCISE 1: CREATIVE PROBLEM SOLVING	84
EXERCISE 2: ENHANCING PRODUCTIVITY	87
EXERCISE 3: CREATIVE COMMUNICATION	89
FINAL REMARKS	91

INTRODUCTION



Hedy Lamarr was an actress during Hollywood's Golden Age of the 1930s and '40s. While she once earned the moniker of "the most beautiful woman in the world," she was also a creative superstar.

She worked on a torpedo guidance system during World War II. The frequency-hopping device she patented with composer George Anthiel formed the basis for today's Wi-Fi and Bluetooth communications systems.

Uri Geller is an illusionist, magician, and self-proclaimed psychic. He is known for his television act, where he claims to bend spoons using nothing more than mind power. Soon after cell phones became popular, Geller invented a shield to protect users from harmful radiation. Some variation of his invention is in your phone right now.

You may argue that those two successful people had access to creative abilities you don't possess. In reality, all they did was allow themselves to be curious. They stepped outside of their successful fields and thought creatively about how to solve a problem.

Embracing a creative mindset might not allow you to impact global communications like these two creatives did. However, it can help you become a better problem solver, enhance your artistic abilities, and positively influence any area where you would like a better experience.

That's what this course offers you.

In **Module 1: Awakening Your Creative Potential**, you learn that creativity can positively influence various aspects of your life. Creative thinking can improve your personal and professional relationships. Develop a creative mindset to achieve physical, emotional, and career goals.

We share different methods for finding inspiration in your daily routine. You can spice up your life and enjoy a better daily experience when you look at your regular schedule from a creative point of view.

You also learn to identify and overcome common obstacles keeping you from realizing your most significant creative potential.

The lushest gardens require ongoing cultivation. You can't just plant some seeds and hope for the best. That's the idea behind **Module 2: Cultivating a Creative Mindset**.

In this part of the course, you learn to identify the qualities that encourage creativity. We share easy-to-implement methods for gaining a creative mindset. Regular practice and cultivation help you develop confidence in your creative abilities.

In **Module 3: Techniques and Tools for Creative Expression**, we explore proven methods for generating ideas and brainstorming to enhance creativity. You'll learn to access the creative part of your mind by using free writing, mind mapping, brainwriting, and the SCAMPER method.

We show you how journaling and creative writing can help you express yourself creatively and develop new ideas. You discover how teaming up with others and engaging in group activities can help you think creatively.

You learn creative problem-solving techniques in **Module 4: Applying Creativity in Everyday Life**. These include random word association, reverse thinking, the six thinking hats, and the five whys techniques.

The course closes with a summary and encouragement to prioritize creativity for a better life experience.

Let's begin our creative education by discussing the importance of creativity in all areas of your life.