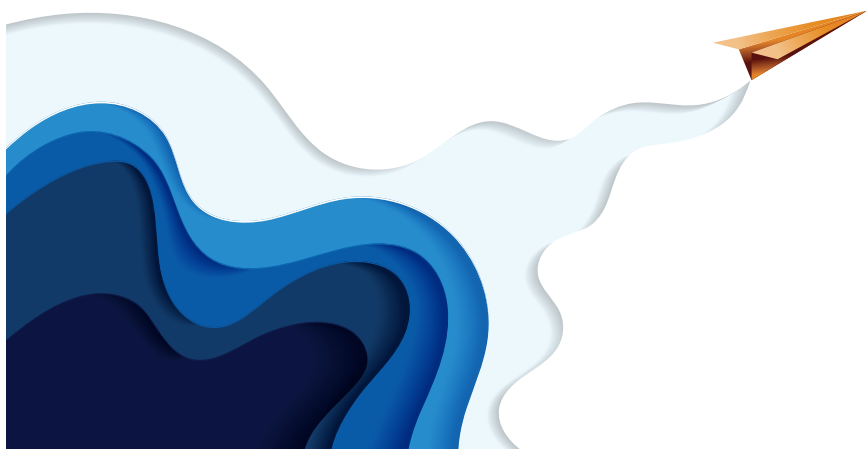


Unlocking the Power of Human Creativity

Tips and Tricks to Break Out of the Box

Key Takeaways

- Creativity helps us better engage with our learners by inspiring novel learning experiences that will increase retention.
- Creativity can be fostered and learned.
- Ideas come from everywhere. Give yourself the opportunity to be intellectually curious about everything, specifically things outside your usual domain of expertise.
- The Task Positive Network (TPN) in your brain is focused on tasks and efficiency and is often not the creative driver. The Default Mode Network (DMN) is where daydreaming and your resting state exists. The two networks cannot be active at the same time, but by setting your focus on a task and then allowing yourself to “go offline,” the two anticorrelated networks can work together to generate a creative solution for your task.
- Studies on creative thinking show exercises can help you think outside the box.
- Creativity is important, even in our highly regulated industry. Thinking about new and novel ways to communicate to our learners can be a key differentiator between good and great.
- AI will change the way we work and learn. Human creativity is more important than ever.





Exercises to Help Build Your Creative Thinking

It's easy to say "I'm not the creative type," or "Ideas just come when they come." However, we can train our brains to think more creatively with these exercises. Use them alone when you're in your car or try them with your teams to start a brainstorming session. You can even try them as car games with your children.

There are no right or wrong answers! Do not judge your answers or thoughts. No two people will think through these exercises the same way.

Exercise 1: Random Relationship Building

The purpose of this exercise is to help build synaptic bridges between separate sets of information. By forcing ourselves to find connections, we are teaching our brains to look for the ways in which unrelated information might be related.

Instructions: Think of two different items, for example, a door and a shoe. Try to think of as many connections as possible between them. Remember, do not judge your responses!



Examples:

- Four Letters
- Nouns
- Hard Exterior
- Protection
- Could Be Same Color
- Entry/Exit Point

Kick it up a notch! Try it with three different words instead of two.

Exercise 2: Divergent Thinking

The purpose of this exercise is to force yourself to think outside of your typical patterns. This can help you look at things from a different perspective.

Instructions:

Find (or think about) a common object around you, for example, a sock. Then try to think of as many ways of using that item as you can, beyond its normal purpose.



Examples:

- Bag or Tote
- Glove/Mitten
- Hair Decoration
- Bubble Wand (Bubble Snakes)
- Water Filtration Device

Exercise 3: Brain Laps

Use this exercise to access different parts of your memory or different ideas quickly.

Instructions: This is an independent exercise. Think of something (anything, an object, an activity, a phrase, whatever). Then think of something completely unrelated.

For example: Notebook (a place to write down thoughts) >> Screaming into the Grand Canyon (a temporary shouting of ideas into nothingness)

See how those two things are not related at all? Try to keep going. For example, to continue the above example:

A Tibetan monastery (quiet, prayerful, internal reflection) >> A heavy metal band's mosh pit (frenzied, thoughtless, excited togetherness) >> Walking alone in the woods (peaceful alone time) >> Front lines of a battle (destructive, scary, cooperative) >> Sculpting clay (creating from the Earth) >> Watching clouds dissipate (observing the sky), etc.

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