



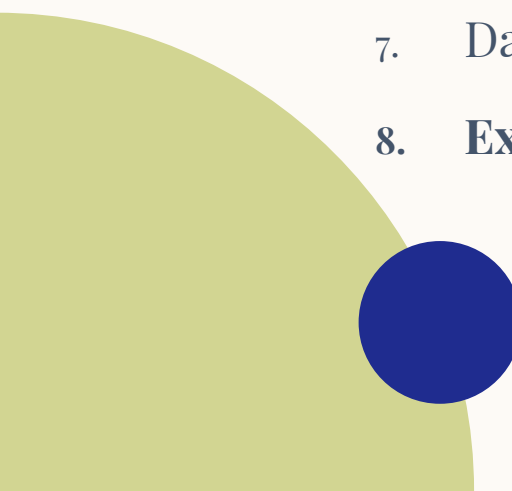
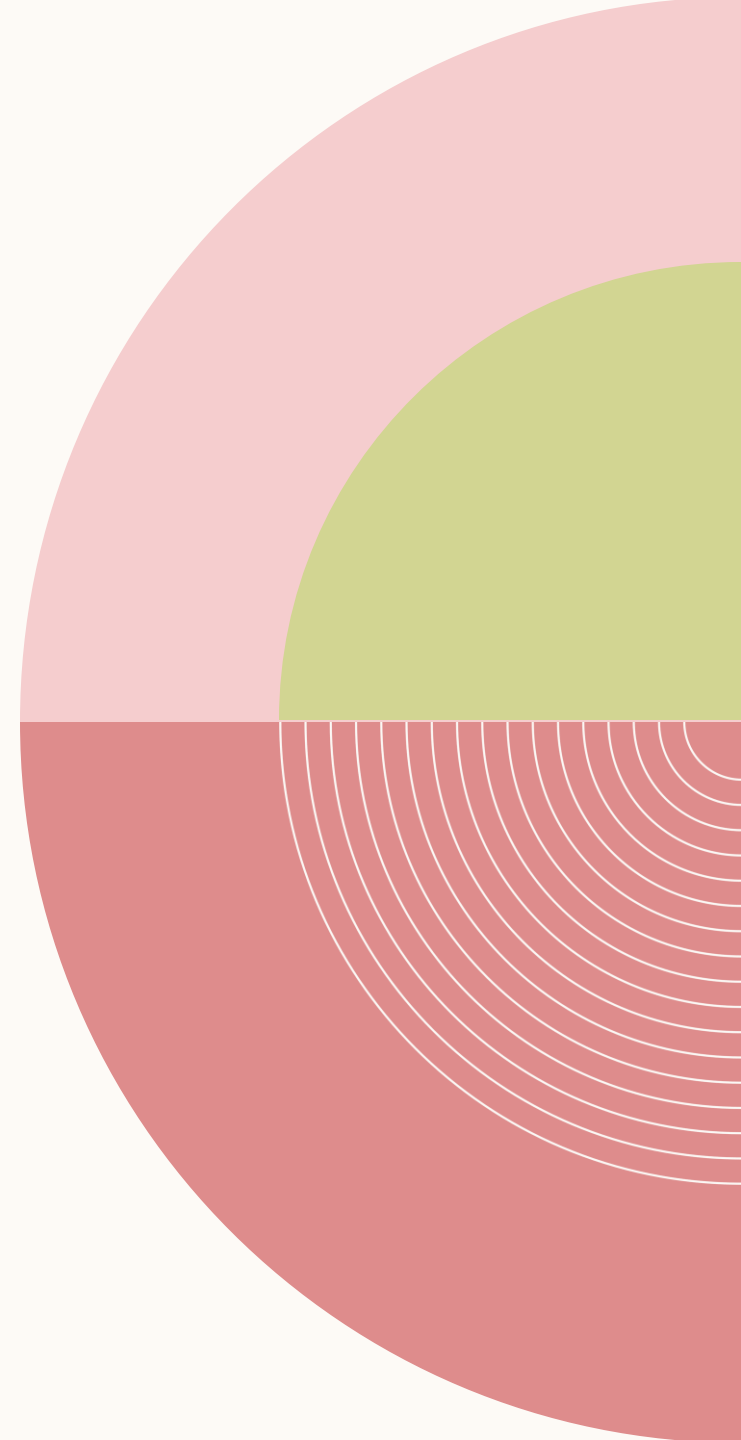
Increase your creativity in 4 steps

Written by Sophie Thiebaut – Pigment

1. Wanderlust
2. Objective observation
3. How do you reach a creative flow?
4. Dare to play

1. Wanderlust

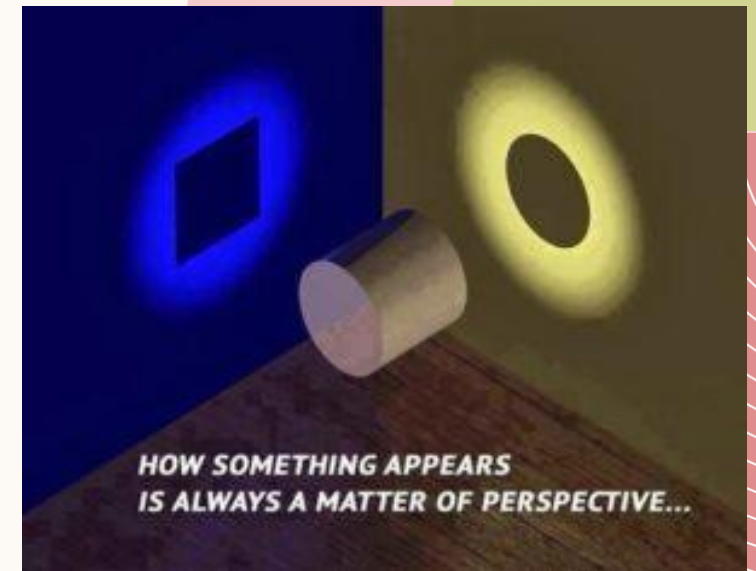
1. **Change context/environment**
2. **Trends & innovations**
3. **Inspiration** from your peers
4. Use all **your senses**
5. **Document it:** save your Wanderlust
6. **Social interaction**
7. Daily eg **10 min/day**
8. **Expert level:** exercises design thinking



2. Observation & different perspectives

eg Decision making

1. **Slow down** 1 min
2. **Breathwork** – in/out
3. **Take a step back**
4. **Root cause analysis**
5. Check **impact long term & stakeholders**
6. **Evaluate**
7. Involve **stakeholders** in different steps:
eg 6 thinking heads de Bono. Check diversity.

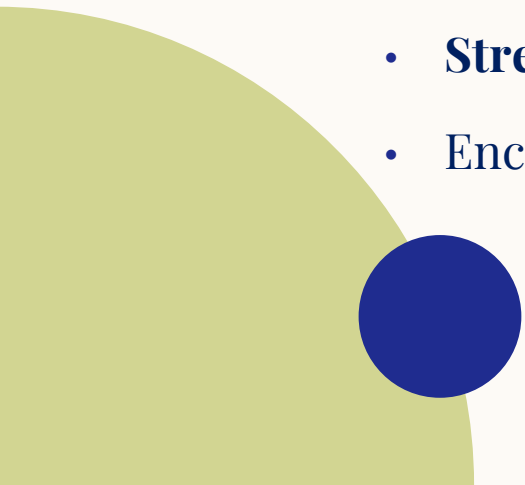
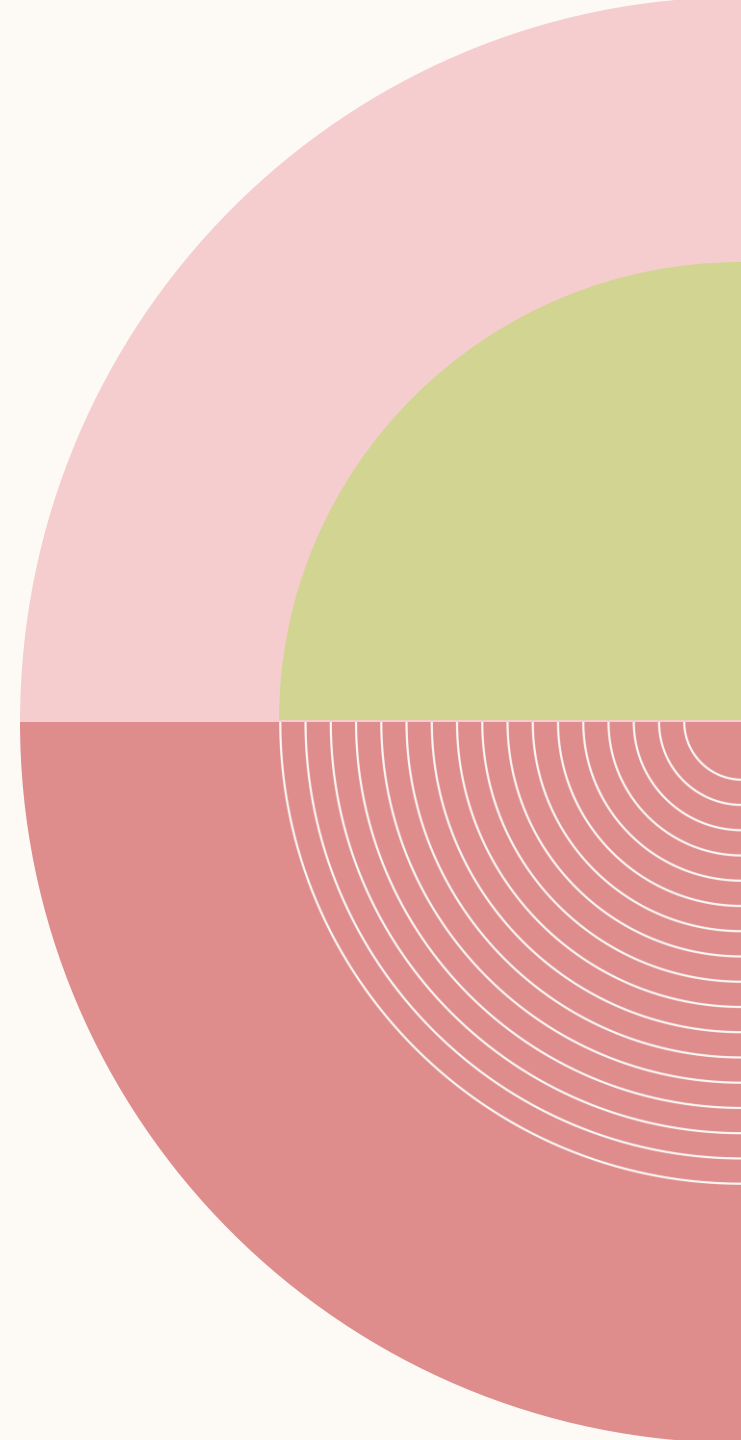


3. How to have flow?

1. Not **talent**, but training
2. **Clear goal** (purpose increases flow)
3. **Reasonable** timeline : cut elephant into pieces 😊
4. **Balance** between challenge and gained expertise
5. Perception of control on your actions
6. (Emotional) safe environment
7. **Mindset**: balans between focus en stress management (coping-mechanismes)
8. Instant **feedback**

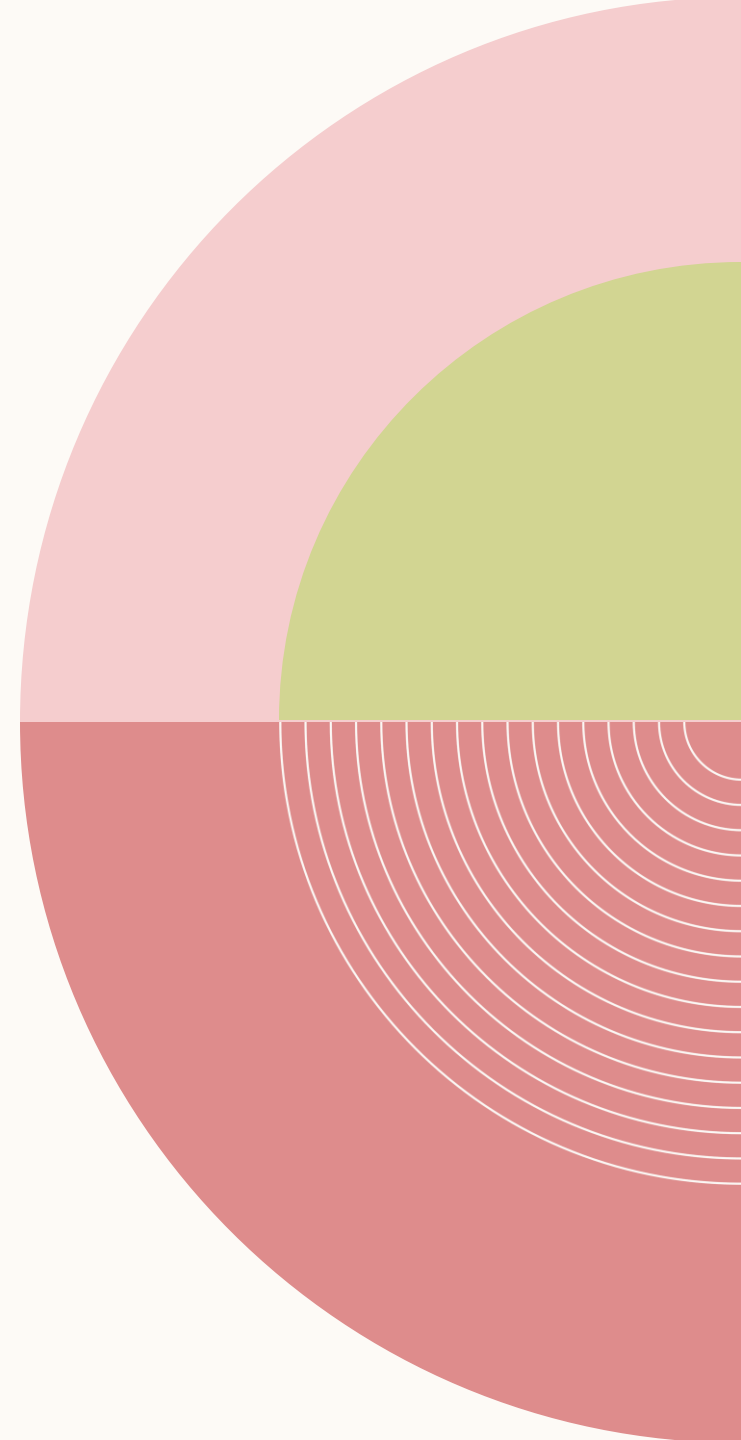
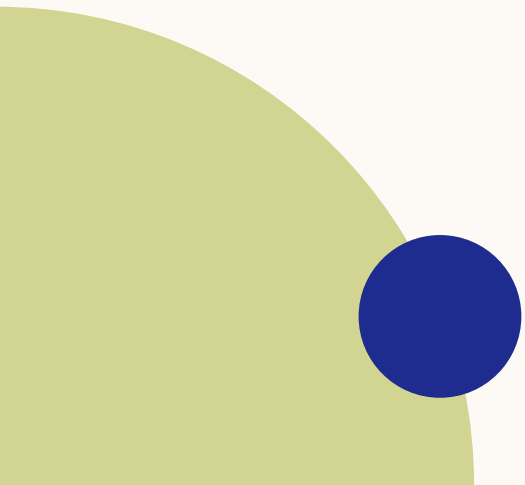
4a. Impact of play

- Promotes **positivity** & relaxation
- Encourages **risk-taking**
- Promotes **collaboration**
- Stimulates **imagination**
- Enhances **problem solving skills**
- Breaks **routine and sparks inspiration**
- Encourage **brainstorming**
- **Stress reduction**
- Encourages **growth mindset**



4b. Play in business

- Playing = **experimenting**, be brave
- Managers: create a **safe setting** for experimenting
- **Do what you like**
- Change regularly / **be a beginner**
- 10 min / a day > habit



Summary: 4 creativity ingredients

1. **Wanderlust:** 10 min/day (incl documentation)
2. **Observe, slow down and ≠ perspectives**
3. **Flow:** set a reasonable goal & balance
4. **Be brave & play:** 10 min / day

The background features a vertical line on the left side. To the left of this line, there are concentric white circles on a light green background. To the right of the line, there are four colored triangular sections: a blue one at the top, a light green one below it, a pink one at the bottom left, and a red one at the bottom right.

Creativity tricks in your mailbox?

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