Facilitating Creativity
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Praxis Training

Innovation & Creativity

Practical Habits
Start Stuff
Beginners Mentality
Resilience
Focus
Skeptical

Creative Habits
Take Risks
Challenge Assumptions
Explore
See Differently
Play

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7 Guidelines for A Creative Process

Level the field
Consider the differences in how people process and function. Create opportunities for introverts and extroverts, internal processors and external processors. Build in time for action and reflection.

Creative] [Critical
Separate creative thinking from critical thinking. Build time for both but don’t try to do both at the same time. Alternating between critical and creative thinking helps improve both.

Brain Share
Let people see into your thought process:
Think it
Speak it
Write it

Yes, and… Mindset
Taken from the world of Improv, the “Yes, and… Mindset encourages the building up of ideas based on ideas that are introduced. You can extend another’s ideas (+ing) or use the idea as a springboard for new concepts (piggybacking)

Maintain Flow
Manage the flow of pace and energy. When things slow down, introduce new exercises or activities. Guard against anything that shuts down energy or creativity. Blocking other’s ideas or wimping out on expressing your own are to watch for and avoided.

Seek Volume
The more ideas you generate the better the final work product will be. The more, the better. Go for beyond what you think you may need. Often the best ideas come from trying to generate more.

Seek Variety
Encourage wild and crazy thinking. This is where game-changing innovation is found. Impractical, unusable ideas move people to new ways of looking at an issue and result in higher-quality, usable ideas.
A 5 Part Creative Sequence

1. Prime the Pump
Build awareness to improve the quality of thinking. Frame the topic and desired outcome before the meeting or event by sending a brief note that includes:

- Topic/Objective of the Creative Process
- High-level agenda/process outline
- Start, Stop, and Break times

2. Offer/Review the Guidelines
Create a shared language and assumptions by sharing and agreeing to the 7 guidelines for a creative process:

- Level the field
- Creative]
- Critical
- Brain-Share
- Yes, and mentality
- Maintain Flow
- Seek Volume
- Seek Variety

3. Diverge
Create time and space for creative thinking. Generate far more ideas than needed. Use a variety of exercises and techniques to draw out more ideas and wild ideas. Key guidelines for diverging:

- Maintain Flow
- Yes, and mentality
- Brain-share

4. Converge
Clearly transition to a time of critical thinking. Evaluate the product or your divergent thinking based on the frame/outcome. Reduce the ideas and prioritize the remaining to create a frame/outcome for the next session. Key Guidelines include:

- Level the field
- Creative] [Critical
- Maintain Flow

5. Repeat
Within a meeting or workshop continue to bounce between creative, divergent thinking and critical, convergent thinking. Repeating steps 3 and 4 will capture the best ideas and refine them into a clear plan or at least next step. You may need to, or want to, close the meeting and return to the process another day. In that case, repeat steps 1-5.

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