

CREATIVITY GYM

FOR INNOVATIVE LEADERS

I Letter to a Friend

6

II Masters of the Creativity Game

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III The 5 Hurdles

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1. Exhaustion
2. Not Knowing What to Do
3. Easy Distraction
4. No Focus
5. Amygdalae Fire Alarm

IV The 10 Idea-Finders

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START motivating yourself every day (Tune Yourself)

1. Wake up with something to look forward to
2. Be surprised by something every day
3. Enjoy doing things well
4. Increase complexity to keep enjoying

SURPRISE motivating others (Tune Others)

5. Surprise somebody every day
6. Note surprises and how you want to surprise

STIMULATE fluency, flexibility, originality (Tune Your Brain)

7. Follow sparks of interest (Initial Trigger)
8. Create many ideas (Fluency)
9. Create different ideas (Flexibility)
10. Create original ideas (Originality)

V The 12 Idea-Realizers

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IMPLEMENT your Ideas as Innovator

1. Control your schedule
2. Stop running and think for a while
3. Shape your space
4. Search for what you love and what you hate
5. Start what you love, stop what you hate
6. Focus on your signature strengths
7. Open up to find and close to think
8. Embrace complexity
9. Express your ideas and get your message across
10. Look at problems through many eyes
11. Analyze all implications of a problem
12. Implement your ideas to get solutions

VI Attachments

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1. Idea Development Questionnaire
2. Index