

FUNSHEET STEPPING INTO CREATIVITY



**ABSOLUTELY
WRITE**
WITH ADITI SURANA



STEPPING INTO CREATIVITY!

Welcome to *Absolutely Write*.
I am your host *Aditi Surana*.

Our topic for today, '*Stepping into Creativity*' is rather an inquiry to find out:

- What makes creative people creative?
- Can non-artistic professionals like me claim their creativity?
- What builds creativity & what kills it?

**“CREATIVITY IS A CRUSHING CHORE AND A GLORIOUS MYSTERY.
THE WORK WANTS TO BE MADE, AND IT WANTS TO BE MADE THROUGH YOU.”**

Author *Elizabeth Gilbert* wrote in her book
'Big magic - Creative Living Beyond Fear.'



Which makes me wonder, *What makes creative people creative?*

**“ALL CHILDREN ARE ARTISTS. THE PROBLEM IS HOW TO REMAIN AN ARTIST
ONCE WE GROW UP.”**

A quote by the famous Artist **Pablo Picasso**.



(Step into your creativity. Let's colour)

Myths of creativity: For some reason creatives have a **whimsical, unpredictable and somewhat mystical** vibe attached to them.

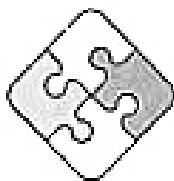
We have all heard of myths like:

- You are born with it.
- You have to be right-brained.
- Creativity falls into your lap.
- You've got to be a little mad.

For most people these are excuses to never give creativity a try. They are excuses we use to avoid doing the work because we **fear rejection, criticism, and failure.**

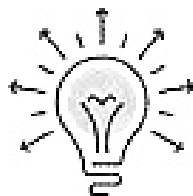
Studies by **Clayton Christensen** and his team uncovered the Innovator's DNA. Five key behaviours that optimize your creativity.

Five skills from The Innovator's DNA



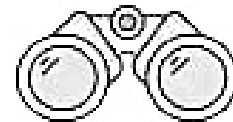
Associating

Making connections across seemingly unrelated questions, problems, or ideas



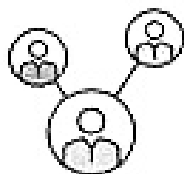
Questioning

Asking questions to understand why and how things might be changed or disrupted



Observing

Carefully watching customers, products, services, companies to gain insights and ideas



Networking

Test ideas through a diverse network who vary wildly in backgrounds and perspectives



Experimenting

Visit new places, try new things, seek new information, experiment to learn

Give examples of each:

- **Associating:** drawing connections between questions, problems, or ideas from unrelated fields

- **Questioning:** posing queries that challenge common wisdom

- **Observing:** scrutinizing the behavior of customers, suppliers, and competitors to identify new ways of doing things

- **Networking:** meeting people with different ideas and perspectives

- **Experimenting:** constructing interactive experiences and provoking unorthodox responses to see what insights emerge.
-
-
-

Sir Richard Branson has a mantra that runs through the DNA of Virgin companies.



(Step into your creativity. Let's colour)

THE MANTRA IS A-B-C-D. (ALWAYS BE CONNECTING THE DOTS).

- A- _____
- B - _____
- C - _____
- D- _____

Creativity is a practice. Let's look at what exactly we can do to step into creativity.

1. BE AN OBSERVER:

A preoccupied, stressed & anxious mind fails to _____ and _____.

Creativity need not necessarily mean inventing something fantastic. It can be found in everyday things.

With every simple thing you can be creative, if you become a keen observer. If you begin observing everything that's happening within you and outside of you.

2.CHANGE UP YOUR SURROUNDINGS -- EVEN MINIMALLY:

Many experts call this the best trick. **Creativity nudges:**

Take 3 small actions. Write them down.

For example -

- Try switching some of the items on your desk, orienting yourself differently or changing the sequence of your daily routine.

1.

2.

3.

- We have made **3 small changes on this page**. Can you point them out?

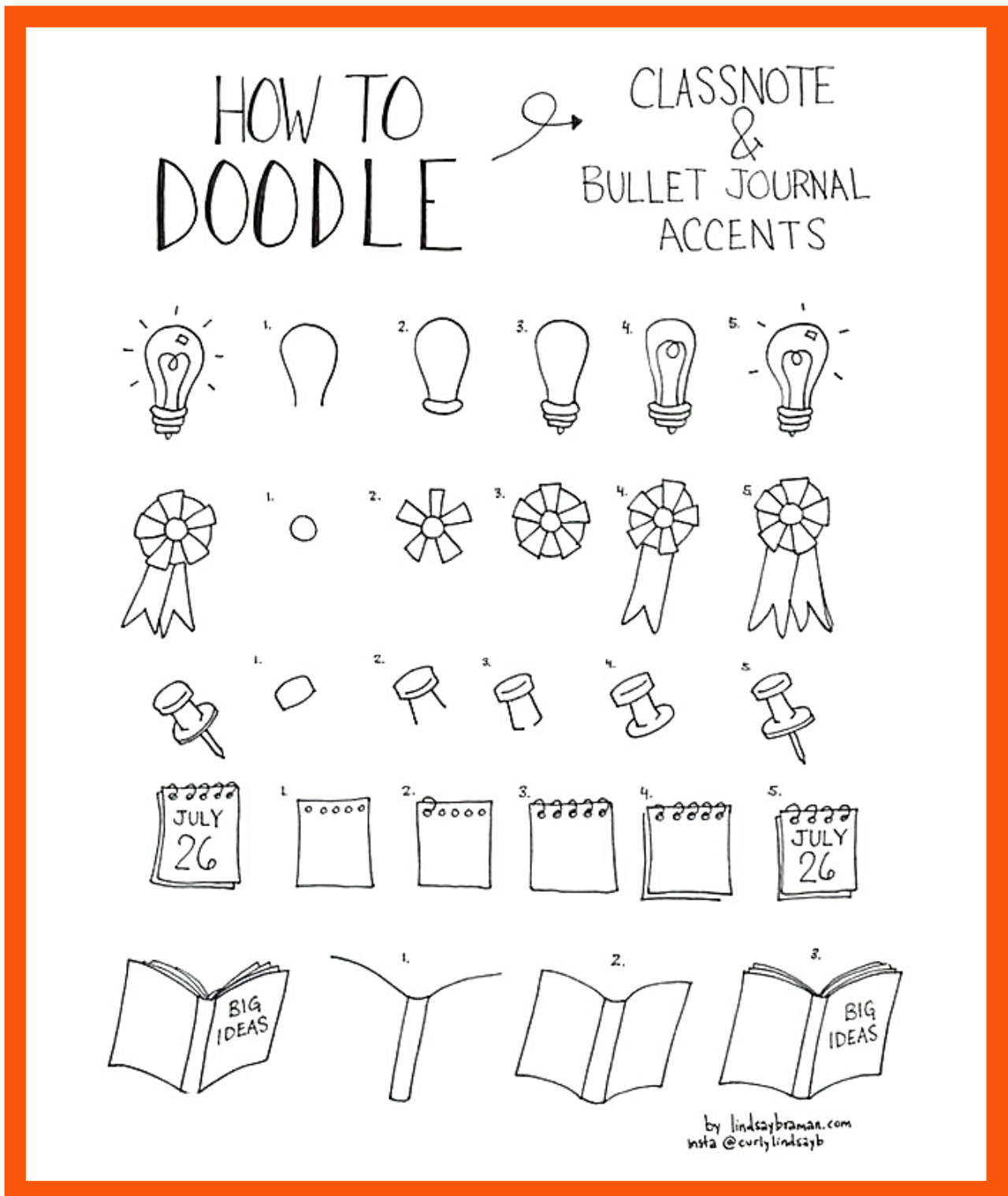
1.

2.

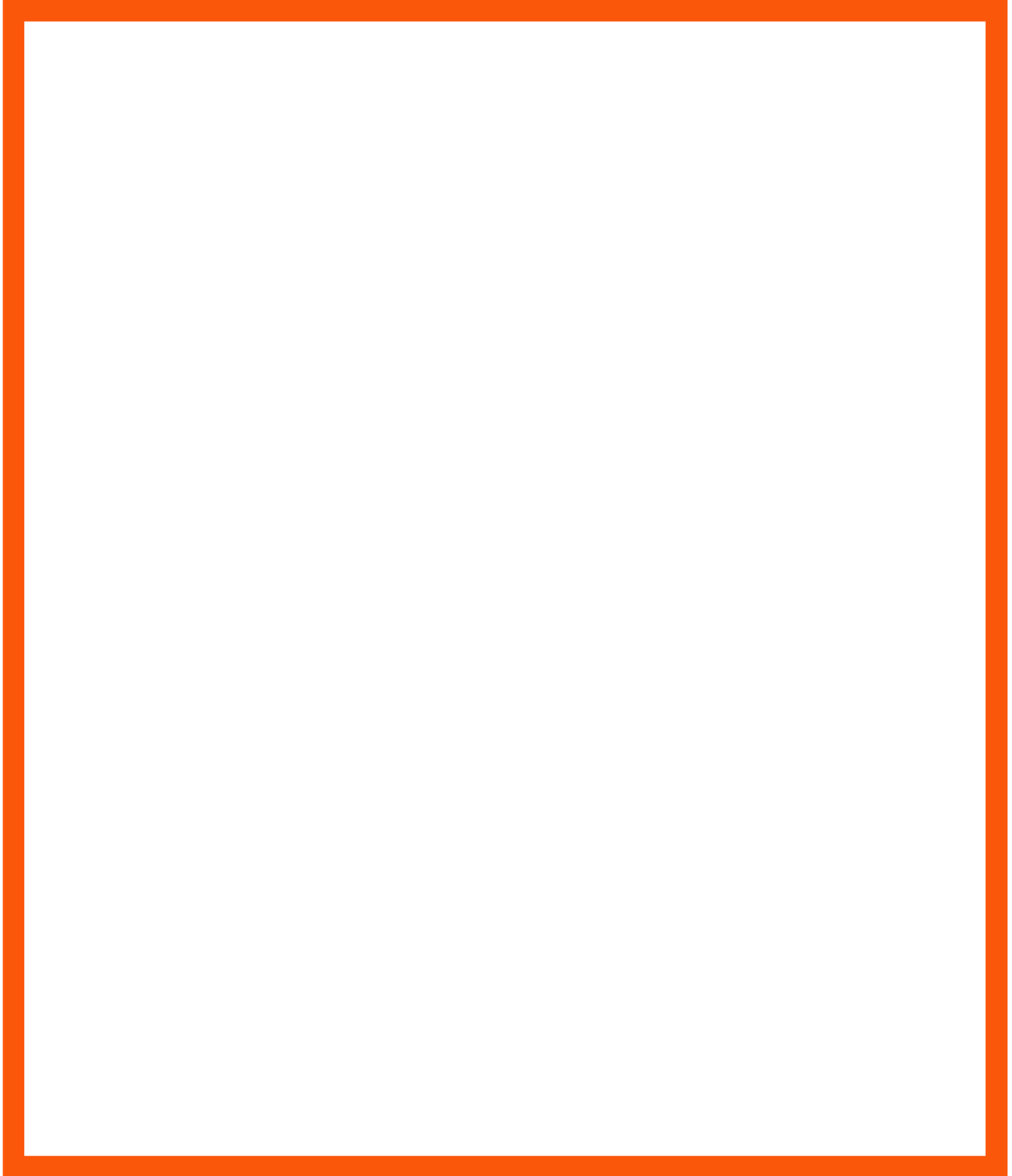
3.

3. WRITE BY HAND!

This is my favourite trick as I am biased with my love for graphology. Have you doodled before?



Step into creativity. Doodle anything you like!



4. BE AWARE OF THE CREATIVITY DESTROYERS:

a. **Premature judgement:** To be creative, you have to allow yourself to be able to generate ideas and innovate freely without judgement.

When did you last do this? When did you last generate any idea without worrying what someone would think about it?

b. **Lack of courage:** Creativity requires taking a chance and being courageous. Fear is the biggest enemy of creativity.

State your fears. Do not over analyze it. Just state them.

1.

2.

3.

c. **Avoidance of failure by being perfect.**

Listen to episode number 18 - 'Perfectly imperfect' after you're done listening to this episode.

5. SILENCE

You will be surprised to know how **silence and meditation can do wonders to enhance creativity.**

You may wonder how to be quiet and enhance expression, but it does. It is like pulling an arrow back and creating enough tension for it to travel distance.

Have you ever observed silence?

If not, Set a timer for 5mins. Step into the uncomfortable. Close your eyes or not. Do not restrict your thoughts. Just observe them. Observe your body's micro movement.

I would like to know what were your takeaways from today's episode? What small action will you be taking to step into your creativity?

Write to me on my Instagram account @Aditisurana.
Happy writing!