

# 5 steps to creativity

with  
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“think  
learn?  
succeed”

**Creative thinkers use their minds fluently.** This means they generate large numbers of ideas. You can do this too by following these five simple steps.

**Step 1 Silence your ‘inner critic’**

Don't discard any ideas until you reach the third stage of thinking. You need to spark creativity by allowing ideas to flow unchecked.

**Step 2 Generate large numbers of ideas**

Push yourself beyond the first three notions you think of. Creative ideas are rare, so you need to stretch your imagination in order to find them. Continue thinking until you've gone beyond habitual solutions and produced at least five new ideas.

**Step 3 Write down what you've come up with**

Psychologists say we can only remember up to nine ideas at once. Jotting down lists stops you recycling the same concept many times. It also focuses your attention on the problem and speeds up your thinking.

**Step 4 Keep your list of ideas visible at all times**

This will prompt you to improve them. Try combining two or more concepts and modifying each idea separately.

**Step 5 Edit your ideas**

Only do this after you've completed the previous four steps. The editing process is used to sort out ideas that will work in real life. Once you've crossed off the impractical ideas, sort the remaining ones into priority order.

## Read More About It

**Michalko, M: 2006 Thinkertoys**

This is a book bursting with fruit to get your creative juices flowing. Michael Michalko is an expert in creative thinking – as his 'handbook of creative-thinking techniques' shows. Learn how to use logical and lateral thinking tools. Then find out the ancient Greeks' secret 'medicine' for boosting creativity. A prescription for success whenever you need a healthy dose of inspiration and positive thinking.

Eleanor Shakiba, Director  
**Think Learn Succeed**

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