



# THE MOTHERSHIP



TOOLKIT WORKBOOK  
APRIL 2018



THE POWER OF CREATIVITY

# THE POWER OF CREATIVITY

Creativity is a key leadership skill, something highly valued by employers, massively in demand for the future, essential for running your own business or freelancing and also important for mental health, amongst many other things.

So, what do we understand about creative thinking and are there ways in which we can become better at this critical skill?

## Redefining our thinking on creativity...

- We are all born creative, we have to believe in that, it is creative confidence that we lose as grown ups.
- We self edit, we judge, we compare, we criticise ourselves which can lead to fear about creating.
- Creativity is about mindset and attitude, it's about taking risks, moving away from conventional options, allowing ourselves to make mistakes.
- We are rewarded for end results and not the process so we don't dare challenge the processes and try different things. Technology and automation can be great but also dampen our creativity, we end up with strict rules. This doesn't mean that our innovative ideas aren't there, they just need to be brought out.
- We need to revisit our definition and our boundaries around creativity.
- Social media and connection has created fight or flight and this can increase the fear of being creative and doing something different too.
- True innovation doesn't come from following set paths, it comes from being brave and taking the time, not caring if people question or laugh at you.

Q. What are my pre-conceptions about my own creativity?

Q. What could I achieve through being more creative? Understanding this increases its value and helps us to prioritise the process

# EXERCISE 1

## HOW CAN YOU BE MORE CREATIVE?

- Give yourself permission both to make mistakes and to spend time on being creative. When did you last ALLOW yourself to make some mistakes?

- Plot in thinking time to your normal routine – daydream, do nothing, brainstorm, do something creative. How much time do you currently allocate to this?

- Question how often are you using the 'drunk', out of control, impulsive side of your brain vs. the break pedal / controlled side?

- Do something VERY different to what you normally do on a daily basis. Consider your last week, what if anything did you do that was completely different?

- We can train our brains and get into the habit of being more creative. Just 5 or 10 mins every day as a habit will move and have an impact into your other areas of life. Try one of these daily:

- o 50 ways of using a paperclip
- o 50 ways of using a post it note
- o 50 ways of using a pen
- o 50 ways of using a notepad
- o 50 ways of using a rubber

Start small and start slow, you don't have to do much to make a difference. This is about flexing our creative muscles. It is a habit that we have lost and needs practice.

## EXERCISE 2

# COMING UP WITH NEW IDEAS

- Are you suppressing your ideas / what is holding you back? Allow yourself permission to be completely open to all ideas.

- Brainstorm key words, you can spot connections and new links?

- Are you literal or visual? How do you work best? How do we see information? Don't be fearful or worried about judgement, just brainstorm freely and openly in a way which works best for you.

Q. Consider one area of your life where you are lacking inspiration currently, have a go now at brainstorming ideas....

# EXERCISE 3

## CREATING A SPACE FOR YOUR BEST CREATIVITY

- Move away from the place where you're defined by your role
  - Nature plays a big part (check out the cloud appreciation society!)
  - Training ourselves to observe more, look carefully, go for a walk, get some exercise
  - Create a space you can escape and aren't defined by your roles
  - Spaces can be designed to inspire creative thought! Step away from the norm. You can now justify that coffee shop trip once a week!
  - Do something mindful, activities like sketching and painting can actually help because you aren't thinking about anything else.
- Choose an activity that is just stretching enough but not frustrating.

Q. What is that activity for you?

Q. What action do you want to write down to incorporate more of this into your life? (could be to find an art class, dig back out some materials, buy a colouring book etc)

Q. Consider your current work environment – Does it allow your best creative thinking? If not, what could you do to change this?

Q. Does your current employer value creative thinking? If so, what would you like to know discuss with them about how and where you work. If not, are there any actions you can take away from this workshop?

Q. If YOU are your own employer, imagine you are one of your own employees (you might have employees). What does your current work week look like in terms of time for creativity and creative environment?

# EXERCISE 4

## CREATIVE PROBLEM SOLVING

Creative thinking plays a big part in effective problem solving. Here is an example of how it can work. Choose something that you are stuck on / a problem or a decision or something that you are struggling with at the moment. Maybe you feel like you are going round in circles or maybe you'd just like to think a bit more creatively about it

Q. Are you focusing on the end result or the process?

Q. What could be uncovered by working through the process and trying out many different options and ways of getting the same result?

Q. Are you being brave enough? What would be the scariest option you can imagine? Allow yourself to explore this for a moment....

Q. Are you discounting any options / solutions because they feel too big / too hard or too scary?

Q. Try out a couple of process mapping techniques

*"If I had only one hour to save the world, I would spend fifty-five minutes defining the problem, and only five minutes finding the solution." Einstein*

# TOOLKIT PROJECT

Hopefully this workshop has allowed you to spend some time considering your own creativity, your interpretation of that term and what might be getting in the way of fully embracing it. We've also covered some techniques for tapping into your creativity and building up that creative muscle.

Our project this month is to consider how we can incorporate creativity into our everyday lives so that it becomes a habit.

*Try scheduling and committing to 5 minutes on creative thinking every day*

This could be on sketching something new each day, creative writing, doing one of the '50 ways' tasks above, spending 5 minutes daydreaming or even longer creative activities. Why not try out [walking with a notepad](#) (follow this link to TED talk) as a way of coming up with new ideas.



We really hope you've enjoyed this month's Toolkit on Creative Thinking and found it useful and inspiring.

You can find out more about Pragma over on the following:

[www.hedgeandhogprints.com](http://www.hedgeandhogprints.com)  
[hello@hedgeandhogprints.com](mailto:hello@hedgeandhogprints.com)  
[www.thearttiffin.co.uk](http://www.thearttiffin.co.uk)  
[@the\\_art\\_tiffin](https://www.instagram.com/the_art_tiffin)  
[www.facebook.com/TheArtTiffin/](https://www.facebook.com/TheArtTiffin/)

Helen & Anna  
x