

Creative Idea

Robin Landa

Idea Stormers Bryan W. Mattimore, 2012-08-29 How to solve critical business challenges by generating more and better ideas Every organization needs a steady supply of fresh, relevant ideas, but managers can't just lock teams in a room with a mandate to brainstorm and hope for the best. Ideation is both a science and an art, and when group ideation processes are well-designed and well-facilitated, anyone can generate an abundance of creative, implementable options—not to mention true breakthroughs—for any business need. Drawing on his work leading high-stakes ideation sessions at over 300 organizations, Mattimore explains the how, what, and why of successful ideation and provides a framework for when and how to apply various techniques. Identifies Mattimore's top ideation and innovation techniques (including "brainwalking," finding inspiration in worst ideas, the unexpected effectiveness of wishing, and more) and lays the groundwork for you to invent successful processes of your own Tells real stories of ideation at work in Mattimore's consulting business, including how Ben & Jerry's named a new strawberry fudge flavor, how Thomas' invented a new, healthier English muffin that now accounts for over 30% of its sales, how IBM transformed the culture of one of its divisions to make it more innovative, and many more Mattimore is a world-class expert on applied creativity and an innovation process consultant to over one-third of the Fortune 100 companies; he and his team have helped create and launch products and services worth over \$3 billion in annual US retail sales With a diverse range of tested methods, *Idea Stormers* is the indispensable guide for developing original, practical solutions to even the most intractable-seeming creative challenges.

Idea Hacks I. C. Robledo, 2018-04-03 Come up with 10x More Ideas AND Get Rid of Your Mental Blocks Many of us want to be creative, but where are the ideas supposed to come from? You probably already know that simply wanting to get ideas isn't enough to make them magically appear. Instead of getting frustrated and giving up, there is an easier way. Now, it will be a realistic goal to come up with a hundred or more ideas in a day. You can do this regardless of your profession or background, and with virtually any topic. Internationally bestselling author I. C. Robledo has developed and tested 16 "idea hacks". You can use them to come up with many more creative ideas, and in much less time than you ever have. The more you use the hacks, the more you will tend to come up with better and better ideas as well. Inside, you will discover: - Why even your worst ideas are MUCH more valuable than you think they are - How William Kamkwamba, a boy who came from nothing, was able to build a windmill - Why the convenience of looking up answers too quickly can hurt your creativity - The #1 Habit of the most creative people (Hint: You've been doing it since you were One) - Why Neil Gaiman (sci-fi & fantasy author) purposely chooses to get bored, to get creative - BONUS: 101 Creative Exercises to Try Get a head start on coming up with your next bright idea with *Idea Hacks*. *Idea Hacks* will help you to think creatively, maximize your creative potential, master idea generation, be more innovative and produce tons of brilliant ideas all on your own. It will help you to put an end to mental, creative, and writer's blocks that agonize and slow us down. We all have an inner creativity that is dying to get out, and when you learn how idea hacking works with the tips, tricks, and tools herein, nothing can stop you. There is no true limit to what you can make, design, build, or invent just with your own mind. You could even create or found your own business or company. The world can't wait to see your creation! This book is ideal for high school and college students, gifted and talented students, standardized test takers, teachers, educators, adult learners, independent learners and self-starters, school administrators, managers and leaders, and parents. It's also great for CEOs, MBA students, and business executives that lead creative companies. Similar authors you may have enjoyed include Sean Patrick, Daniel Coyle, Mihaly Csikszentmihalyi, Malcolm Gladwell, Steven Pressfield, Walter Isaacson,

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How to Have Great Ideas John Ingledew, 2016-02-01 *How to Have Great Ideas* is the essential guide for students and young professionals looking to embrace creative thinking in design, advertising and communications. It provides 53 practical strategies for unlocking innovative ideas. Strategies include improvisation techniques, changing the scenery, finding hidden links, looking to nature for inspiration, combining unusual systems, challenging set boundaries and many more. Each strategy is packed with great examples of successful contemporary and historical designs – from a designer dress made out of an old typewriter to ticket machines powered by recycled bottles in China, via the reimagining of famous brand logos and mis-use of photocopiers. Packed with practical projects to kick-start inventive thought in idea-blocked moments, this book explores creative thinking across all visual arts disciplines.

The Idea Book Fredrik Hären, 2004

What a Great Idea! 2.0 Chic Thompson, 2016-03-10 *What a Great Idea!* has sold more than 250,000 copies and is translated into five languages-and now this imaginative guide to thinking creatively is back, in a new and improved 2.0 version. Author Chic Thompson knows that everyone wants to be more creative-and he knows how to make it possible. That's why the Harvard Business School released a case study on his career. Yoshiro NakaMatsu, the inventor of the CD, Floppy Disk and digital watch called Chic Thompson a creative genius. Based on his entrepreneurial successes and his work at Disney and W.L. Gore & Associates, Thompson has had unparalleled success teaching readers how to harness their ingenuity to generate new product ideas and overcome the bureaucratic language that stifles innovation. This fully illustrated, thoroughly updated paperback edition features even more brain-stimulating suggestions, exercises, action sheets and ideas for encouraging creativity at work, at home, and much more.

The New Art of Ideas Robin Landa, 2022-11-08 In a world with a surplus of ideas, what separates a good idea from a bad one? Learn how to cultivate a mindset that produces the kind of ideas people can't turn down. Most professionals cannot generate a solid idea. They either offer up tired or reused ones, or they generate lots of ideas but none that are worth pursuing. A great idea presents a well-formulated thought or plan of action that spurs growth, change, advancement, adaptation, or new insight. Worthwhile ideas move the needle; they change the playing field altogether. *The New Art of Ideas* is designed to help readers consistently produce worthwhile ideas by becoming nimble and imaginative thinkers better equipped to compete and produce in a global economy. Robin Landa identifies the Three Gs of every good idea: Goal-Your vision for the end Gap-The underdeveloped area that your idea fills Gain-The overall benefits of your goal With explanations and examples of each component, this book demystifies the process of effective ideation and hands you the key to unlock your creative potential.

Breakthrough Thinking Thomas Vogel, 2014-06-23 Harness your creative potential! Make no mistake;

creative thinking is a skill. As with any skill, it can be strengthened, honed and mastered. And just like any endeavor, mastery of creativity requires thoughtful study and practice. This book gives you the tools you need to make creative thinking a part of your approach to every aspect of your life. Breakthrough Thinking is a holistic approach to creativity complete with industry examples from successful creative professionals and some of the top creative organizations in business today. Within the pages of this timely and comprehensive guide to idea generation and problem solving you'll find techniques and exercises to help you: Develop critical understanding of concepts, theories and trends in creativity Learn how to develop and apply creative concepts and strategies within today's competitive business environment Brainstorm, analyze and evaluate innovative ideas and solutions Empower your team's creative process And much more Let Breakthrough Thinking be your guide and tap into your creative potential today! This book represents an important contribution to our growing understanding of creativity in professional practice. Vogel's take on it from a variety of perspectives and contexts is rich and rewarding. --W. Glenn Griffin, Ph. D., Associate Professor of Advertising, The University of Alabama and co-author of The Creative Process Illustrated A resource not only for industry innovators, but also for academic mentors who aim to provide rich learning environments for creative leaders of the future. --Joann M. Montepare, Professor of Psychology, Lasell College

The Weaver's Idea Book Jane Patrick, 2013-02-01 New and experienced weavers alike are always on the lookout for new weave-structure patterns. The Weaver's Idea Book presents a wide variety of patterns for the simple rigid-heddle loom, accompanied by harness drafts for multishaft looms. The techniques include leno, Brooks bouquet, soumak, and embroidery on fabric. Each chapter contains weaving patterns along with swatches illustrating the techniques, accompanied by step-by-step photography. The book is arranged by structure or type of weave, from variations on plain weave to doubleweave. With traditional patterns from around the world, bands, and fabrics woven on two double heddles, The Weaver's Idea Book brings together a variety of ways to create exquisite cloth. Weaving tips and tricks help weavers at all levels achieve their textile dreams. In addition to pattern drafts, Jane offers project ideas that guide the reader through creating functional woven projects, from wearables to home decor. Weaving, especially on rigid-heddle looms, is enjoying a resurgence, and contemporary weavers are in need of a book to bridge the divide between basic books and complex text designed for advanced weavers with sophisticated tools. Celebrating the immense potential for creativity possible with the simplest of tools, The Weaver's Idea Book eBook opens new avenues for exploration on both the rigid-heddle and multishaft looms.

Unleash Your Creativity Rob Bevan, Tim Wright, 2007-02 A guide to overcoming writer's block while tapping one's creative potential poses a year's worth of weekly suggestions, from Create arbitrary rules and Make more mistakes faster to Don't do lunch and Get Googling. Original. 40,000 first printing.

The Art of Ideas William Duggan, Amy Murphy, Laura Dabalsa, 2019-11-19 Great ideas don't just happen. Innovation springs from creative thinking—a method of the human mind that we can study and learn. In The Art of Ideas, William Duggan and Amy Murphy bring together business concepts with stories of creativity in art, politics, and history to provide a visual and accessible guide to the art and science of new and useful ideas. In chapters accompanied by charming and inviting illustrations, Duggan and Murphy detail how to spark your own ideas and what to do while waiting for inspiration to strike. They show that regardless of the field, innovations happen in the same way: examples from history, presence of mind, creative combination, and resolution to action. The Art of Ideas features case studies and exercises that explain how to break down problems, search for precedents, and creatively combine past models to form new ideas. It showcases how Picasso developed his painting style, how Gandhi became the man we know

today, and how Netflix came to disrupt the movie-rental business. Lavishly illustrated in an appealing artistic style, *The Art of Ideas* helps readers unlock the secret to creativity in business and in life.

Creative Idea Book Bazaar Encounters,2016-10-16

Every Idea Is a Good Idea Tom Sturges,2014-09-25 Access a level of creativity you never thought possible, using techniques Tom Sturges—former head of creative at Universal Music Publishing Group—learned in his 25-plus years in the music industry. Everyone is innately creative. But many of us—especially those trying to develop careers in music and the arts—wish we knew how to better tap into our creative potential. Is there a way to more easily connect with the part of our minds that knows how to complete a song, finish a poem, or solve a problem? Music industry veteran Tom Sturges argues that there is. Sturges—who, in his 25-plus-year career, has worked with artists including Carole King, Paul Simon, Elton John, Neil Young, Foo Fighters, Red Hot Chili Peppers, Smashing Pumpkins and Outkast—has developed dependable techniques to help you recognize and harness your own creative power, whenever and wherever you need it Get insight and knowledge of the creative process from Sir Paul McCartney and other. . Every Idea Is a Good Idea invites readers to find the pathway to their own creative endeavors.

Your Idea Starts Here Carolyn Eckert,2016-05-17 2016 Silver Nautilus Award Winner for Creative Process With change happening faster and faster in our tech-ruled world, being able to think creatively, flexibly, and quickly is more important than ever. In *Your Idea Starts Here*, graphic designer Carolyn Eckert offers 77 specific questions, techniques, and exercises — cleverly combined with fascinating infographics and other visuals — to jump-start creative thinking. Don't know what you want your project to be? Make a list of things you don't want it to be. Wondering where to start? Say one word that relates to your idea and invite a friend to say another word that relates to yours. See where five or ten rounds take you. Work within a time limit, look in unexpected places, think tiny, do the opposite, shuffle your papers, and explore your creativity to the fullest! There's something here to inspire and strengthen every smart idea, all in an innovative little book that makes a perfect gift for anyone, including yourself.

What a Great Idea! 2.0 Chic Thompson,Charles Thompson,2007 It has sold more than 200,000 copies since 1992--and now the most imaginative guide to thinking creatively is back, in a new and improved version. Author Chic Thompson knows that everyone wants to be more creative--and he knows how to make it possible. That's why the Harvard Business School released a case study on him. Thompson has had unparalleled success teaching readers how to harness their ingenuity to generate new product ideas, resolve difficulties in the workplace, and overcome bureaucratic language and killer phrases" that stifle innovation. The good news is that this great-looking, thoroughly updated edition features even more brain-stimulating suggestions, exercises, action sheets, tips for using new technologies, ideas for encouraging creativity at home, and much more.

The Idea Agent Jonas Michanek,Andréas Breiler,2013-07-18 *The Idea Agent* is a practical idea management handbook, aimed at people who want to take an active role in creative processes across all areas. It combines the creatively wild with the rationally structured techniques for innovation to provide readers with a varied toolbox of proven idea management methodology. From discussing how to identify a problem or opportunity, to describing techniques for idea creation, it offers a step-by-step guide to building creative concepts for the marketplace. With built-in exercises and applications, this book is an ideal working companion for any innovator.

How to catch the Big Idea Ralf Langwost,2005-01-24 Great and successful advertising ideas do not come about just by chance; they result from a professionally managed creative process. That is the reason why top creative agencies and clients can repeatedly come up with great ideas. This book shows what these

creative experts have in common. This is emphasized by numerous original quotes from interviews held by the author with more than 70 such communication experts from 15 countries. To answer the exciting question how to be creative faster, more often and with more precision? For all those involved in the creative process, this book provides a practical workflow structure and powerful tips for coming up with great communication ideas. Starting with the first meeting with the client proceeding on through briefing, gathering information, strategic writing of the benefits, finding the idea, describing and rating it, and finally producing the idea and making sure that it is well protected. This book shows the reader how to optimize his/her own thought process and working method - effectively, clearly and independently. How to Catch the Big Idea provides practical, powerful and inspiring impetus for the reader's daily business. The book clearly and concretely describes how to develop and manage great ideas. It shows how to create a relevant strategy and ultimately put it to effect, to establish and support an effective and more creative working structure. Whoever wants to learn from the world's best creatives will really enjoy this book.

Summary: *Serious Creativity* BusinessNews Publishing, 2014-10-14 The must-read summary of Edward de Bono's book: "Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas". This complete summary of the ideas from Edward de Bono's book "Serious Creativity" shows that creative thinking is vital for business success and that creativity is something you can learn. In his book, the author presents a rational and logical approach to creative thinking and introduces 12 tools and techniques that you can use. By learning and applying the principles, you will be able to develop the lateral thinking skills needed for innovative reasoning and ensure success. Added-value of this summary: • Save time • Understand the key principles • Expand your business knowledge To learn more, read "Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas" to find out how you can develop your creativity and take your business to the next level.

The Shape of Ideas Grant Snider, 2017-05-09 "[Snider has] created something unique: a synthesis of comics, philosophy, and poetry: a thoughtful new way of packaging eternal ideas in cartoon boxes." —The Los Angeles Review of Books What does an idea look like? And where do they come from? Grant Snider's illustrations will motivate you to explore these questions, inspire you to come up with your own answers and, like all Gordian knots, prompt even more questions. Whether you are a professional artist or designer, a student pursuing a creative career, a person of faith, someone who likes walks on the beach, or a dreamer who sits on the front porch contemplating life, this collection of one- and two-page comics will provide insight into the joys and frustrations of creativity, inspiration, and process—no matter your age or creative background. "A creative kaleidoscope of humor, insight, and truth. An inventive window into the creative experience filled with hope and encouragement for daydreamers and doodlers, sketchers and scribblers, inventors, explorers, and spinners of yarns." —Clare Vanderpool, New York Times-bestselling, Newbery Medal-winning author "Grant Snider's work delivers introspection, humor, and inspiration in visually stunning drawings. They are a colorful look into the creative process—from the moments of quiet contemplation to the days of frenzied desperation." —Susan Cain, #1 New York Times-bestselling author of *Quiet: The Power of Introverts in a World That Can't Stop Talking* "A friendly, encouraging depiction of the creative process, with its highs and lows, from a comics creator." —The Milwaukee Journal-Sentinel

Rapid Idea Generation Peter Hollins, 2020-03-31 How to systematically engineer creativity from nothing and unleash your inner ingenuity. Creative thinking is surrounded by so much mystique and myth. It's time to cut through the static and learn how to become an idea-generating machine. Spark your imagination, improve your thinking, and solve problems. Rapid Idea Generation will take you inside the mind of Leonardo da Vinci, famous polymath of the Italian Renaissance - but it won't stop there. You will

learn not only about da Vinci's thinking techniques, but the general building blocks of creative thought, and habits and other famous creatives. We go through a huge amount of thinking tools to expand your mind and see the world differently. This book is a thorough handbook on what it means to think different and get outside the box. This book is 100% applicable in solving the problem you have in front of you, or generating an idea out of thin air. Stop relying on inspiration or motivation and make thinking outside the box second nature. Peter Hollins has studied psychology and peak human performance for over a dozen years and is a bestselling author. He has worked with a multitude of individuals to unlock their potential and path towards success. His writing draws on his academic, coaching, and research experience. Think like one of history's most famous creatives - and then some.

- Learn the biology and psychology of the creative mind.
- Building blocks for creativity - from da Vinci and on.
- 7 techniques to literally thousands of ideas.
- Creativity routines and habits of household names.
- How to instantly switch to perspectives and angles.

Less theory, and more of exactly how to become a prolific creative like the masters.

The Creative Curve Allen Gannett, 2018-06-14 A great idea isn't a sudden light-bulb moment. It's taking something familiar and making it feel new. We've been told a lie about the nature of creativity. We're told stories about creative geniuses – the young Mozart who effortlessly overshadows the hardworking Salieri; Paul McCartney coming up with the tune for Yesterday in a dream one morning; JK Rowling finding inspiration for Harry Potter sitting on a train to London. What we aren't told is the actual story behind such hits. In fact there is a science and method for mainstream success, whether writing a popular novel, starting a company or creating an effective marketing campaign, and in this book Allen Gannett – data wizard and successful entrepreneur – reveals the four laws of creativity that are proven to work. New ideas are surprising at first, and slowly become familiar as we get used to them. Allan Gannett reveals there's a sweet spot between what feels familiar and safe to us, and what is innovative and new: the point of optimal tension between safety and surprise, similarity and difference. The people we think of as creative geniuses are people who understand this sweet spot instinctively; they know what people find familiar and reassuring, and they find ways to reinvent it fresh. Packed with stories and insights ranging from the team behind Dear Evan Hansen to the founder of Reddit, from the Chief Content Officer of Netflix to Michelin starred chefs, The Creative Curve will help you spend less time on ideas destined to fail and more time on ideas that really break out. This book is for everyone, whether you're a business leader, a creative artist or a budding entrepreneur – and will teach you the secret to conceiving great ideas that can achieve major success.

Decoding **Creative Idea**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its power to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Creative Idea**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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