

# Creativity: Thinking Outside the Box

There's a myth associated with creativity. It's supposedly bestowed upon only a chosen few who then go forth to create wonderful, magical things. It's a gift that few people possess. Therefore, "I'm not creative" is a cry often echoed by the rest of us mere mortals as we wander the earth with our limited abilities...

Nope. That's not how it works. Creativity is available to all of us! It comes in many shapes and forms—from a creative landscape artist putting together breathtaking gardens to a creative lawyer bending and shaping words to best represent her client. And, unless you've been round-the-clock sleeping, chances are, you've been creative in the past 24 hours as well.

For instance, in the past 24 hours, have you...

- Doodled in a notebook during a class?
- Put together at least one outfit?
- Helped a friend/family member see a different side to an issue?
- Made a point or debated a point in class?
- Told a joke or a story?
- Exercised by moving your body in different ways?
- Created something on your computer?
- Pieced together a good meal in the cafeteria?
- Sung in the shower?

The list could go on but you probably get the idea. If you answered "yes" to even one of the above queries, you've employed creativity! It's not just about painting like Picasso or composing like Beethoven. Instead, it's also about the little, everyday things we nat-



urally do to make life more creative and colorful.

## Creative Questions

Consider using these kinds of questions to get your group thinking outside of the box:

- You decide to enter a "create a new candy bar" contest (or breakfast cereal or laundry detergent or sandwich...). What would you use to create your ultimate candy bar? And what would you call it?
- So, hey, Walt Disney World called and they're looking for some new ride and attraction ideas. What would you suggest?
- Come up with a new name for yourself by shifting around the letters of your first name. Now do it with your last name, too.
- If you were asked to put yourself in the next revision of the dictionary, which existing word entry would you place yourself under?
- If you could gather three important figures from the past or present in one room, who would you choose and why?
- If you could invent a virtual reality program that would place you in the scene of your choice, what would the scene be and why?

**"Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything."**

**~ George Lois**

## Ways to Use 'Em

- ▲ To warm up your group before a brainstorming session.
- ▲ Post one per week on your meeting agenda as the "discussion question of the week."
- ▲ Throw one out over lunch to get some interesting discussion going among your peers!