

Creative Enhancers

The BluePrint

- Step #1 Write your challenge out as a question
-”In what ways might I . . . ?“
- Step #2 Make a list of the attributes (its characteristics, parts or dimensions)
- Step #3 Select the most significant attributes **or** Specify the thing(s) that “bugs” you about the trick (create a “Bugs” list)
- Step #4 Ask how can you change or improve on the attribute(s) / ”Bugs” list?

Technique #1 Tug of War

Steps to this creativity enhancer are:

1. Divide a sheet of paper in two by folding it in half
2. Label the left side of the paper *Negative Traits* and the right side *Positive Traits*
3. Create a list of all the positive & negative traits of the challenge/objective and place them on the appropriate side of the paper
4. Review each list separately and then ask yourself:
 - in general, how can I maximize the strengths of . . .
 - in general, how can I minimize its weaknesses?
 - in general, what ways might I improve this . . . or make it better?
5. Write down your immediate thoughts and any ideas that may come up.

*It is important in this mind enhancer that you don't look at specific positives or negatives or think too deeply about the questions. Just jot down immediate thoughts or gut reactions that are stimulated by the questions.

Technique #2 Slice & Dice

Steps to this creativity enhancer are:

1. Create a *Tug of War* list (or use the one you've already created)
2. Methodically rotate your attention to each of the attributes you've listed and as you look at each attribute/component individually, ask yourself not only the Tug of War questions, but these additional questions:
 - “how else can this be accomplished?”
 - “why does this have to be this way?”
3. List all your thoughts on index cards

Technique #3 Banana Split

Steps to this creativity enhancer are:

1. State the essence of your challenge in 2 words
2. Using the 2 words, split the challenge into 2 separate units
3. Split each word by adding 2 or more attributes to it
4. Continue by splitting each of these new attributes
5. Examine each attribute for ideas
6. Reassemble the attributes and make connections

Technique #4 Toothache Tree

-obstacles outline the path to achieving your goal

-Steps to this creative enhancer are:

1. State your challenge/objective
2. Identify & list the major obstacles to overcome
3. Order your obstacles according to degree of complexity
4. Draw a vertical line to draw the trees trunk
-write the challenge/objective on this "trunk"
5. Draw horizontal line to represent the branches
-write your obstacles on the branches, with the simpler ones at the bottom & the more difficult ones at the top.

Technique #5 Lotus Flower

Steps to this creativity enhancer:

1. Using the diagram, write your challenge/objective in the center square
2. Think of related ideas or applications and write them in the surrounding circles
3. Each idea circle has a letter above it, transfer these original ideas to the circle labeled with same letter in the larger grid
4. For each letter try to think of 8 new ideas involving the new central theme
5. Evaluate all you ideas

Technique #6 The Idea Box

Steps to this creative enhancer:

1. Specify the challenge/objective
2. Select the parameters you want to use (attributes, characteristics, factors, variables) and make separate columns for each
3. List variations under each parameter
4. Try different combinations and force connections

Technique #7 S.C.A.M.M.P.E.R.R. Cards

Steps to this creative enhancer:

1. Select one of the attributes (either positive or negative) from your *Slice & Dice* list and apply this attribute to each of the categories of the S.C.A.M.M.P.E.R.R. model.

S.C.A.M.M.P.E.R.R. Model

S	Substitute something
C	Combine it with something else
A	Adapt something to it
M	Magnify or add to it
M	Modify it
P	Put it to some other uses
E	Eliminate something
R	Rearrange it
R	Reverse it

2. On individual index cards, list each thought or ideas that comes into your mind associated with the category (it is important that you go through all 9 categories for each attribute)
3. After completing this procedure, reexamine the cards and start making connection
4. Don't throw these index cards away, file them in your idea file and review them often!

Technique #8 Tabloid Tales

Steps to this creative enhancer:

1. List any 4 facts about your challenge/objective
2. Find ways to make these facts more provocative
 - sensationalize them
 - distort an aspect of each fact, then another, until the parts become greater than the whole

Technique #9 Flying Ideas

Steps to this creativity enhancer:

1. Have each participant make a paper airplane
2. Have each participant write their thoughts/ideas on the wings of their paper airplane
3. On the "go" command, all participants fly their airplanes
4. Have participants pick up a plane that come near them and jot a note, and idea, or a bulge on the wings (go for gut reactions)
5. As soon as an additional idea is written on the plane throw the plane again and repeating the above writing procedure.
6. Repeat this whole process 4 or 5 times

Technique #10 Don't Sell Me . . .

Steps in this creativity enhancer:

1. Define your challenge/objective
 - "what are you trying to accomplish?"
 - "what are you trying to change?"
2. Complete the following statements a dozen times or so:
 - "Don't sell me (your task in concrete terms) . . . "
 - "Sell me (your task in abstract) . . . "
 - *complete this last statement as quickly as you can

Random Word List

Lamp	Computer	Vacuum	Poker	Weed	Toilet
Cotton	Radio	Hammer	Scabbard	Handcuffs	Circle
Pants	Ring	Palm	Finger	Ball	Coil
Pencil	Engine	Soul	Chocolate	Recital	Rope
Television	Food	Ticket	Funeral	Nut	Hose
Tree	Slogan	Operation	Single	Flavor	Disease
Cigarette	Marvel	Cell	Stopwatch	Sink	Stretch
Plantation	Rock	Lens	Bingo	Tape	Army
Knife	Judge	Avalanche	Child	Rifle	Backbone
Starfield	Train	Ride	Bomb	Bamboo	Vessel
Book	Mountain	Rope	Speedboat	Halloween	Socks
Telephone	Game	Screw	Bear	Forgery	File
Camera	Fan	Disk	Cathedral	Weight	Chair
Dictionary	Sewer	Hourglass	Factory	Symbol	Marble
Ladder	Scrape	Flash	Rum	Ink	Dinner
Contact	Concert	Carpet	Baseball	Copy	Shell
Moon	Jail	Cave	Pendulum	Face	Code
Microscope	Cross	Chill	Skin	Square	Cloud
Issue	Joke	Bed	Safe	Bedroom	Glow
Motor	Disco	Piano	Moccasin	Handle	Strap
Brain	Religion	Door	Blender	Fold	Sauce
Jewelry	Closet	Spider	Race	Catapult	Fire

Parallel Worlds Words

Animals	Computers	Gardening	Mysteries
Architecture	Dancing	Geography	Mythology
Astrology	The desert	Geology	Photography
Astronomy	Economics	Government	Physics
The Bible	Education	Hunting	Plumbing
Biology	Electronics	Insects	Printing
Books	Entertainment	Inventions	Psychology
Bowling	Evolution	Journalism	Retail
Business	Exploration	The jungle	Shakespeare
Bypass	Your Family	Law	Shopping Mall
Camping	Farming	Machines	Space
Carpentry	Fashion	Medicine	Sports
Cars	Finance	Military	Television
Children's Activities	Fine Art	Monuments	Weather
Comics	Fishing	Movies	Wine tasting
Commercials	Flying	Museums	Winter
Composers	Food	Music	The Zoo