

# CREATIVITY TIP SHEET

UNSTUCK  
Live better every day

Designed for those moments when you're feeling creatively stuck. (Perfect to stick to the front of your fridge...)

## GETTING STARTED



### Begin by doing something else

You're in warm-up mode: not quite ready to tackle your creative project. So don't. Take your technique of choice — paper mache, Post-it notes, Powerpoint — and create something entirely unrelated. Your mind will start clicking into a creative space.

“PROBLEMS RARELY HAVE SHARP EDGES, AND OFTEN THERE IS NO MATCHING ANSWER IN THE WORLD. YOU NEED CREATIVITY TO BOTH **FRAME A PROBLEM** INVENTIVELY—AND TO **BROADEN** THE ARRAY AND **POSSIBILITIES** OF HOW THE PROBLEM MIGHT BE SOLVED.”

— Keith Yamashita, Chairman of SYPartners

#### UNSTUCK POINT OF VIEW

Problem solving is at the heart of creativity. It is the process of finding connections that don't exist yet — an ability that resides in all of us.



## FINDING INSPIRATION

### HOW TO STAY OPEN-MINDED

1. Don't play the expert so you can learn something new.
2. Listen more than you talk to get new perspectives.
3. Ask “What if...” to uncover new possibilities.

#### Look for inspiration in **nonobvious** places

<i>The hardware store</i>	<i>Walking the neighborhood</i>
<i>Talking to Mom</i>	<i>Reading children's books</i>
<i>Flea markets</i>	<i>People watching at the mall</i>
<i>Playing board games</i>	<i>In the woods</i>
<i>Riding the bus</i>	<i>Poetry</i>
<i>Galleries</i>	<i>A record store</i>
<i>Clouds</i>	<i>An atlas</i>
<i>Riding a bike</i>	<i>Antique store</i>
<i>A fancy food store</i>	<i>The candy aisle</i>
<i>Ball games</i>	<i>Zoos</i>
<i>At the movies</i>	

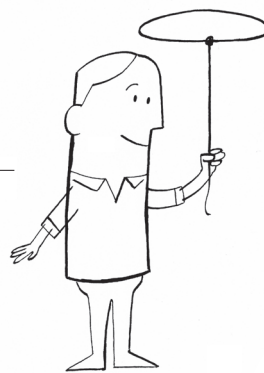
“INSPIRATION IS NOT A DESTINATION. IT'S **BEING OPEN** TO SEEING THINGS THAT **MAKES THE DIFFERENCE**”

— Vanessa Holden  
Creative Director  
West Elm

#### UNSTUCK POINT OF VIEW

Inspiration appears when we are willing to consider that what we believe might not be true.

## PUSHING THE STATUS QUO



### How to uncover BIG IDEAS

(an exercise for one or more people)

1. Define the universal truth. This is your purpose or goal. For example: Spending more time together strengthens our relationship.
2. Search for, collect, and arrange artifacts that relate to — but push — the truth into a new place. Artifacts can be pictures, physical items, articles, quotes, websites, whatever inspires.
3. Weed through and discard the obvious artifacts.
4. Repeat step 2.
5. Study your collection to discover the golden nugget.

#### UNSTUCK POINT OF VIEW

What looks like instant creative brilliance actually comes from a steady practice of seeing, thinking, and acting creatively.

“IF YOU WANT TO BE CREATIVE, YOU HAVE TO MAKE THE CHOICE TO **CHALLENGE THE WAY THINGS ARE** AND CHANGE THEM.”

— Scott Slavin  
Creativity Coach and Director of “Naked in Alaska”

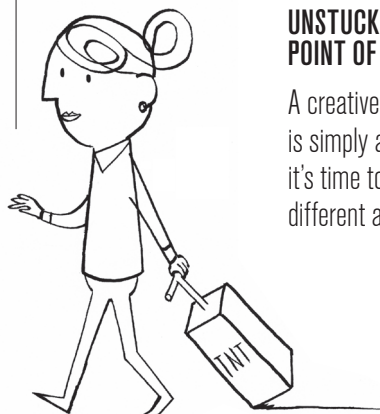
## BREAKING THROUGH A BLOCK

### HELP! I'M BLOCKED

- Close your eyes and tell someone what you see.
- Look for something to solve.
- Help someone else.
- Limit yourself in one or more ways: time, technique, words, colors, money, materials.
- Do something physical that requires little or no thinking.
- Look at it from someone else's perspective.

“BE OKAY WITH TRYING 10 DIFFERENT THINGS ALONG THE WAY **BEFORE FINDING** SOMETHING THAT WORKS FOR YOU!”

— Linda Zacks  
Brooklyn-based Artist and Designer



#### UNSTUCK POINT OF VIEW

A creative block is simply a sign that it's time to try a different approach.

#### Unstuck Can HELP

Take advantage of the Unstuck app's free tools to help you solve creatively, including:

- “Tell Me Why” to **get to the core** of what's blocking you.
- “Visualize It” to **find and organize inspiration** and ideas.
- “Now or Never” to tackle **procrastination**.
- “Shake Up Your Routine” to **get out of a rut**.
- “Pros vs. Pros” to **make decisions**.

YOU CAN DOWNLOAD THE FREE UNSTUCK IPAD APP AT [HTTP://BIT.LY/UNSTUCKGIFT](http://bit.ly/unstuckgift)