

How To Beat Boxed-In Thinking

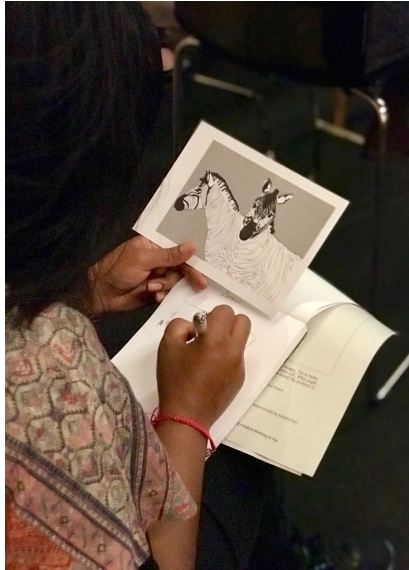
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Using visual stimulus to help you solve a challenge

You'll need: a timer, a bunch of images (mixed postcards, tear sheets from magazines, pictures you've taken, the more varied, colourful and interesting as possible).

Write your initial challenge /problem statement down here:

Write down as many ideas as you can against your challenge in 3 minutes by yourself here:



Now take one of the image(s) you have and look at it closely. Write down anything that comes to mind, don't self-censor, just free-flow association here:

Write the challenge here:	
Your observations	Your ideas

When you run out of inspiration, take another card or pass them along between your team and colleagues and repeat the exercise. Do this 3-5 times, allowing about 1 minute per image.

Now take a look at the words you've associated with the images. Try to make connections between the words and the challenge and 'force a fit'. What might the images represent? Is there a metaphor that comes to mind? My problem is like this because...

What ideas does this stimulus give you? Write your ideas down. Give yourself around 5-10 minutes quietly to 'force' connections.

Now discuss these with a partner.

- What do you notice about the ideas?
- What sort of problems do you think this technique would be helpful for?
- How would you use it at your workplace?

For more tools and techniques read Claire's book on creativity in business *In Your Creative Element*. Order your copy here <https://www.koganpage.com> and use the code CREATEE20 at the checkout for 20% off.

For further information about any of our courses please call 07917 132 672 or email claire@nowgocreate.co.uk