

- Introduction p. 1
- 1 Getting the basics p. 3
 - Why creativity? p. 3
 - Creativity primer p. 4
 - Culture p. 7
 - Techniques p. 9
 - Personal development p. 12
 - Mental energy p. 22
 - Fun p. 26
 - Getting started p. 28
- 2 Work plan p. 29
 - Introducing the course p. 29
 - Checklist p. 30
- 3 The course p. 39
 - Unit 1 A taster p. 40
 - 1.1 Exercise/Technique: Surveying your mind p. 41
 - 1.2 Technique: Knots p. 42
 - 1.3 Exercise/Technique: Random picture p. 43
 - 1.4 Exercise: Life saver p. 44
 - 1.5 Technique: Ideas to get you fired p. 45
 - Unit 2 Getting to know you - loosening up a new group p. 46
 - 2.1 Technique: This is my friend p. 47
 - 2.2 Technique: Tower of Babel p. 48
 - 2.3 Exercise: Twisters p. 49
 - 2.4 Technique: Follow my leader p. 50
 - 2.5 Technique: True and false p. 51
 - Unit 3 Clarifying the problem - just what are you trying to do? p. 52
 - 3.1 Exercise/Technique: Compass p. 53
 - 3.2 Technique: Obstacle map p. 54
 - 3.3 Exercise: Water into wine p. 55
 - 3.4 Technique: Destination p. 56
 - 3.5 Exercise/Technique: Chunks and breaks p. 57
 - Unit 4 Challenging assumptions - thinking differently about a problem to understand it better p. 58
 - 4.1 Exercise/Technique: Do nothing p. 59
 - 4.2 Technique: Up and down p. 61
 - 4.3 Exercise: Round the world p. 62
 - 4.4 Technique: Time slices p. 63
 - 4.5 Exercise: Questioning everything p. 64
 - Unit 5 Good vibrations - positive thinking p. 65
 - 5.1 Exercise/Technique: Altered states p. 66
 - 5.2 Technique: Yes! p. 67
 - 5.3 Technique: Circle of energy p. 68
 - 5.4 Exercise: Pub quiz p. 69

- 5.5 Technique: Beam me up p. 70
- Unit 6 New 'how to's - getting different cuts at the problem p. 71
- 6.1 Exercise/Technique: Excellence p. 72
- 6.2 Technique: Restatement p. 74
- 6.3 Exercise/Technique: Versatile coat hangers p. 75
- 6.4 Technique: Mud slinging p. 76
- 6.5 Exercise: Going down p. 77
- Unit 7 Incremental creativity - step change techniques p. 78
- 7.1 Exercise/Technique: The level chain p. 79
- 7.2 Exercise/Technique: Car and goats p. 80
- 7.3 Technique: Attributes p. 81
- 7.4 Exercise/Technique: Found story p. 82
- 7.5 Exercise/Technique: Technical creativity p. 83
- Unit 8 Distortion - idea generation techniques that modify the nature of the problem p. 84
- 8.1 Technique: Challenging assumptions p. 85
- 8.2 Exercise/Technique: Distortion p. 86
- 8.3 Exercise: Birthday bonanza p. 87
- 8.4 Technique: Reversal p. 88
- 8.5 Technique: Size matters p. 89
- Unit 9 Pure energy - injecting oomph p. 90
- 9.1 Technique: Spoon and string p. 91
- 9.2 Technique: Piggyback plus p. 92
- 9.3 Exercise: Get another life p. 93
- 9.4 Technique: Sit on my lap p. 94
- 9.5 Technique: The paperclip race p. 95
- Unit 10 Seeking knowledge--building a personal knowledge base to feed creativity p. 96
- 10.1 Technique: Broken CD p. 97
- 10.2 Exercise: Sense and sensibility p. 98
- 10.3 Exercise/Technique: The little black book p. 99
- 10.4 Exercise: All that glisters p. 100
- 10.5 Exercise: Programmed thought p. 101
- Unit 11 Seeing it differently--looking at solutions through different eyes p. 103
- 11.1 Technique: Fantasy p. 104
- 11.2 Technique: Someone else's view p. 105
- 11.3 Exercise: Get a laugh p. 106
- 11.4 Technique: Metaphor p. 107
- 11.5 Exercise: No time to read p. 108
- Unit 12 A swift kick--random stimuli to generate a new starting point p. 109
- 12.1 Technique: Random word p. 110
- 12.2 Exercise/Technique: Cool site p. 111
- 12.3 Technique: Found objects p. 113
- 12.4 Technique: Quotations p. 114
- 12.5 Exercise: An excellent mistake p. 115
- Unit 13 Looking somewhere else--taking a good look beyond the obvious p. 116

- 13.1 Technique: It's a steal p. 117
- 13.2 Exercise/Technique: Inside view p. 118
- 13.3 Technique: Evil genius p. 119
- 13.4 Exercise: School daze p. 120
- 13.5 Technique: Morphology p. 121
- Unit 14 Simple fun--laughter makers p. 122
- 14.1 Technique: Row of eyes p. 123
- 14.2 Technique: I am and I know p. 124
- 14.3 Technique: Makeover p. 125
- 14.4 Technique: Steeplechase p. 126
- 14.5 Technique: Giants, witches and dwarves p. 127
- Unit 15 Breakdown--techniques that break down a problem into components p. 128
- 15.1 Technique: Components p. 129
- 15.2 Technique: Substitute p. 130
- 15.3 Exercise: Different views p. 131
- 15.4 Technique: Been there before p. 132
- 15.5 Exercise/Technique: Long division p. 133
- Unit 16 Touchy-feely--generating ideas using right-brain activities p. 134
- 16.1 Exercise/Technique: Set it to music p. 135
- 16.2 Exercise/Technique: Da Vinci scribbles p. 136
- 16.3 Technique: Touch me, feel me p. 137
- 16.4 Technique: Draw it p. 138
- 16.5 Technique: Squirrel box p. 139
- Unit 17 Natural input--using nature and science as tools to generate ideas p. 140
- 17.1 Technique: Frontiers p. 141
- 17.2 Exercise: Leaf mould p. 142
- 17.3 Technique: Auntie gravity p. 143
- 17.4 Exercise: The thrill factor p. 144
- 17.5 Technique: It's only natural p. 145
- Unit 18 Memories are made of this--memory techniques p. 146
- 18.1 Exercise/Technique: Extremes p. 147
- 18.2 Technique: Story chains p. 148
- 18.3 Technique: Take a note p. 149
- 18.4 Exercise/Technique: Number rhymes p. 150
- 18.5 Exercise: Strengthening your ghosts p. 152
- Unit 19 Strange translations--generating ideas from misunderstanding p. 153
- 19.1 Technique: It's silly p. 154
- 19.2 Exercise: Cloak and dagger p. 155
- 19.3 Technique: Lost in translation p. 156
- 19.4 Technique: They're winning p. 157
- 19.5 Exercise: Spinning knowledge p. 158
- Unit 20 Creative comms--stimulating new approaches by forcing different modes of communications p. 159
- 20.1 Technique: In the dark p. 160

- 20.2 Technique: Out for the count p. 161
- 20.3 Technique: Buy me p. 162
- 20.4 Technique: Blindfold birthday p. 163
- 20.5 Technique: Lego construction p. 164
- Unit 21 Going green--environmental techniques to enhance creativity p. 166
- 21.1 Exercise/Technique: Something completely different p. 167
- 21.2 Technique: Unconscious creativity p. 168
- 21.3 Exercise/Technique: Go gallery p. 169
- 21.4 Technique: Game theory p. 170
- 21.5 Technique: Snapshots p. 171
- Unit 22 Spatial thinking--right-brain group sessions p. 172
- 22.1 Exercise/Technique: The magic tunnel p. 173
- 22.2 Technique: Handcuffs p. 175
- 22.3 Exercise: Quick on the draw p. 176
- 22.4 Technique: Towering p. 177
- 22.5 Technique: Plane sailing p. 178
- Unit 23 Selection techniques--which idea is best? p. 179
- 23.1 Technique: The [pound]100 bid p. 180
- 23.2 Technique: SWOT p. 181
- 23.3 Exercise: Material gains p. 182
- 23.4 Exercise/Technique: Basic option evaluation p. 183
- 23.5 Exercise/Technique: Sophisticated option evaluation p. 184
- Unit 24 Changing group dynamics--more energy and fun p. 186
- 24.1 Exercise/Technique: You're an animal p. 187
- 24.2 Technique: Bursting with energy p. 188
- 24.3 Technique: On the square p. 189
- 24.4 Technique: Magic carpet p. 190
- 24.5 Technique: Peer groups p. 191
- Unit 25 Refinement techniques--polishing up your ideas p. 192
- 25.1 Technique: Signposts p. 193
- 25.2 Technique: Hazard markers p. 194
- 25.3 Exercise: Horse whispers p. 195
- 25.4 Technique: Second-best solution p. 196
- 25.5 Exercise/Technique: Stakeholders p. 197
- Unit 26 Knowledge expansion--more techniques to help personal knowledge management p. 198
- 26.1 Exercise: On the box p. 199
- 26.2 Exercise/Technique: Category magic p. 200
- 26.3 Exercise: Doing and knowing p. 201
- 26.4 Exercise: Fact quest p. 202
- 26.5 Exercise: Binning paper p. 203
- Unit 27 Spock rules--logic exercises to challenge the brain p. 204
- 27.1 Technique: One spare square p. 205
- 27.2 Technique: Contract fishing p. 206

- 27.3 Exercise/Technique: Ands p. 207
- 27.4 Technique: Rules rule p. 208
- 27.5 Exercise/Technique: Racing demon p. 209
- Unit 28 Making it happen--techniques to expedite implementation p. 210
- 28.1 Technique: Planning for selling p. 211
- 28.2 Technique: Planning for implementation p. 212
- 28.3 Exercise: Story time p. 213
- 28.4 Exercise/Technique: The top ten list p. 214
- 28.5 Exercise: Scribbling p. 215
- Unit 29 Right-brain teamwork--more exercises to encourage groups to engage the right brain p. 216
- 29.1 Technique: The wrong drawing p. 217
- 29.2 Technique: Abstract drawing p. 218
- 29.3 Exercise/Technique: PR from Hell p. 219
- 29.4 Technique: Passing the buck p. 220
- 29.5 Technique: Fontastic p. 221
- Unit 30 Mental workout--personal creativity exercises p. 222
- 30.1 Exercise: Metaphorically speaking p. 223
- 30.2 Exercise: Holistic awareness p. 225
- 30.3 Exercise: On the edge p. 226
- 30.4 Exercise: Muddled model p. 227
- 30.5 Exercise: Rapt concentration p. 228
- 4 Review p. 229
- Pulling it together p. 229
- Collected reading list p. 230
- Appendix p. 232
- Random words p. 232
- People for 'Someone else's view' p. 234
- Techniques with high culture ratings p. 236
- Techniques with high techniques ratings p. 236
- Techniques with high personal development ratings p. 237
- Techniques with high mental energy ratings p. 239
- Techniques with high fun ratings p. 240
- Techniques suited to stage 1--understanding the problem p. 241
- Techniques suited to stage 2--generating ideas p. 241
- Techniques suited to stage 3--selection and refinement p. 242
- Techniques suited to stage 4--planning for selling and implementation p. 243