

Helping Your Students Master Their Creativity

From accidental to intentional
creativity through deliberate practice

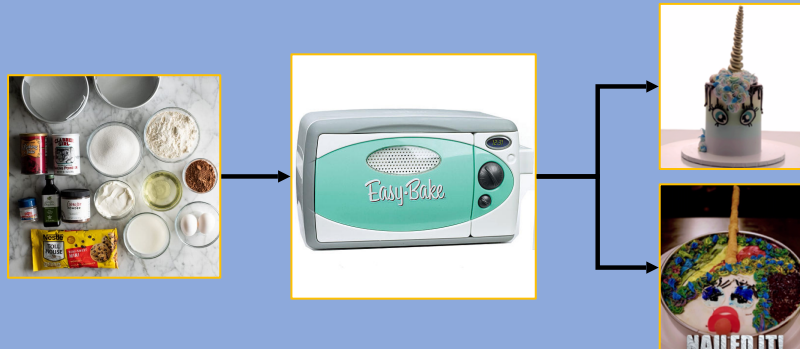
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Why create?



A tale of INPUTS and OUTCOMES



thoughts on becoming a unicorn ...

Entrepreneurship as a System of Processes

What entrepreneurs think about:

The **process** of creating **value** by bringing together a **unique combination of resources** to **pursue an opportunity**.

Morris et al, 2002

Do entrepreneurs think about?

The **process** of **problem solving** by bringing together a **unique combination of resources** to **pursue an opportunity**.



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Creativity hasn't changed.

- Brainstorming was created in an information sparse environment
- Brainstorming functioned as an information network and knowledge network
- Leveraged combinatorial experimentation
- We now have a information rich environment
- How people access information has changed
- The cognition required to synthesize new ideas has not changed (it requires stimulus)
- *50% of participants didn't say all the ideas that came to their head*



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A MCGRAW-HILL ADVERTISING CLASSIC

Classical Creativity

Step 1: Gather new materials

Step 2: Digest these materials

Step 3: Incubation

Step 4: Collect new A-ha! insights

Step 5: Validate your ideas

Step 3: Intentional Incubation

A
Technique
for
Producing
Ideas

FOREWORD BY
WILLIAM
BERNBACH

JAMES WEBB YOUNG

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Can a student be too creative?

Yes! When they create more value than can be captured in the resources that can't be organized to pursue the opportunity.



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Osborne 1 (1981)



25 lbs. \$1,795
90k in memory

Before you can ask questions,
there needs to be opportunity recognition skills

Explore Curiosity

- Cognition of Creativity - Cognitive Makerspace
- Knowledge Structure & Networks
- Context in Action - Novelty & Utility
- Creative Fluidity (novelty & utility)
- Create Prototypes (MVP)
- Test with Customers (The Customer Journey)

Catalyze Creative Collisions

Aha Moment

a point in time (experience) when one
has a sudden insight or realization.



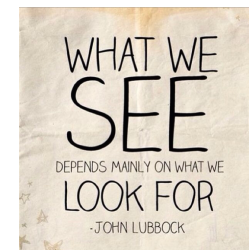
What gets in the way of
your creative thinking?



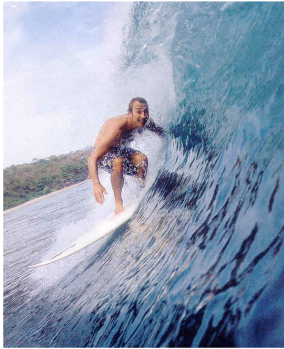
Your memory

perspective

Awareness needs priming



Memory Expectation - a surfer



Cognitive Dissonance - a surfer?



Test Your Memory

The well-defined problem

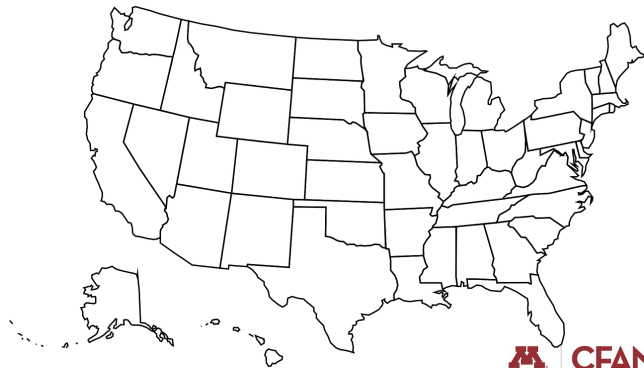
Can you label the states with their 2 letter abbreviation?



Test Your Imagination

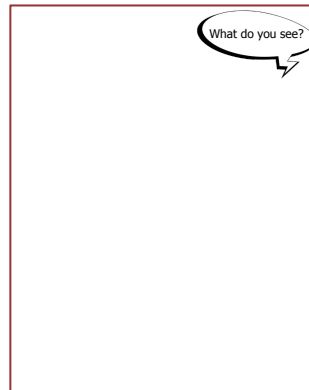
The ill-defined problem

Which is the best state to grow tulips?



Generate Stimulus

#1



What do you see?

#2



How is it like...

#3



What do you see?

The ill-defined problem

Test Your Imagination What do you see?

How is a team like this chair?



The answer to any question is...

It depends.

**Dependent on context
driven by perception.**



test your Aha-bility



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Word Hack Exercise



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Before we transact in dollars...

we transact in

words!



- The english language has a malleable DNA
 - Geostationary, Television, Automobile, Minneapolis
- Dictionary must consider new words common in culture
 - fantabulous, infotainment, chillax, craptastic
- Brand identity wrapped in a commercial word
 - NyQuil, YouTube



Step 1: Search for juicy multi-syllable words

Creative Word Hack

candidate	beverage	confession
befuddle	prevailed	debate
antagonist	fantastic	complaint
personality	attractive	responsibility
reputation	parody	ridicule
home-brew	corruption	response
emergency	environment	sanction
holiday	romance	protest
replacement	beautiful	
successful	spokesperson	

Step 2: Split the syllables

Creative Word Hack

can•di•date	bev•er•age	con•fes•sion
be•fud•dle	pre•vail•ed	de•bate
an•tag•on•ist	fan•tas•tic	com•plaint
per•son•al•ity	at•trac•tive	re•spon•si•bil•i•ty
rep•u•ta•tion	par•o•dy	rid•i•cule
home•brew	cor•rup•tion	re•sponse
e•mer•gen•cy	en•vi•ron•ment	sanc•tion
hol•i•day	ro•mance	pro•test
re•place•ment	beau•ti•ful	
suc•cess•ful	spokes•person	

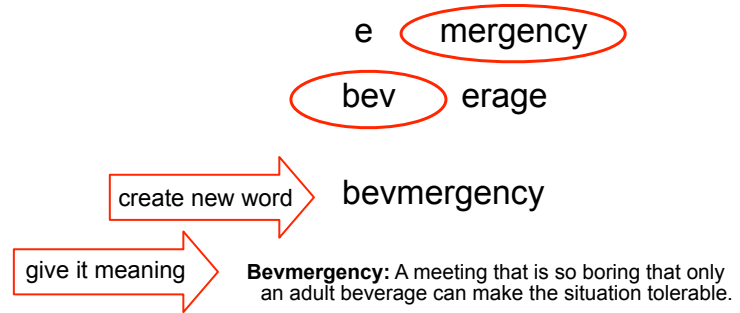
Driven to Discover®
Creative Word Hack

Step 3: Randomly select any two words

can•di•date	bev•er•age	con•fes•sion
be•fud•dle	pre•vail•ed	de•bate
an•tag•on•ist	fan•tas•tic	com•plaint
per•son•al•ity	at•trac•tive	re•spon•si•bil•i•ty
rep•u•ta•tion	par•o•dy	rid•i•cule
home•brew	cor•rup•tion	re•sponse
e•mer•gen•cy	en•vi•ron•ment	san•c­tion
hol•i•day	ro•mance	pro•test
re•place•ment	beau•ti•ful	
suc•cess•ful	spokes•person	

Driven to Discover®
Creative Word Hack

Step 4: Play with new syllable combinations



Driven to Discover®
Creative Word Hack

Step 5: You try it!

emotional	dependency	democracy
expectation	delicious	evacuations
saliva	diverse	customized
awkward	economy	justified
entertainment	examine	integration
bearable	brewery	tactics
ambition	organization	circumstance
identify	accessibility	recovery
program	technical	presentation
passion	explosive	chaotic
evacuations	manipulate	newspaper
ridiculous	protector	universe

Driven to Discover®
Creative Word Hack

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ridiculous	protector	universe

Submit your favorite new word creation at:

boldthinking.com/wordhack

emotional	dependency	democracy
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passion	explosive	chaotic
evacuations	manipulate	newspaper
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Ridiculicious = ridiculous + delicious
 Awkwardtainment = awkward + entertainment
 Newsaverse = newspaper + universe
 Justpectation = justified + expectation
 Brewtector = brewery + protector
 Ridiculized = ridiculous + customized
 E-cotic = emotional + chaotic
 Justpectation = justified + expectation
 Salivosive = saliva + explosive
 Manipulocracy = manipulate + democracy

Honfidence

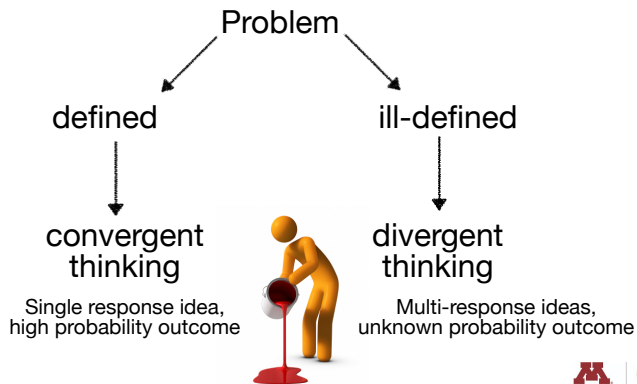
Honfidence *plus*

Honfidence Plus is an extended warranty protection program designed to make your life better.

Honfidence Plus covers your Honda for 100,000 miles with no deductible and no additional charge (see covered components sheet). This plan is your option. Just follow the outlined maintenance plan with all maintenance work performed exclusively by Vern Eide. Trust your Honda to the people who know it best.

[View Inventory](#)

What were you thinking?



The answer to any question is...



It depends.

**Dependent on context
driven by perception.**

What was the first internet?

test your Aha-bility

What was the first internet?



It depends.

Dependent on context driven by perception.

Generate Stimulus

#1

#2

#3

What do you see?

What do you see?

What do you see?

What do you see?



What do you see?



What do you see?



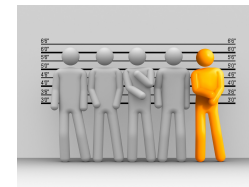
Working With Stimulus

- Two types: Related / Unrelated
- Acts as a proxy for cognitive sensory perception
- Produces an “mental image”
- Tells a story
- Elicits a memory
- Permission to “look”
- Protection from being “wrong”
- Provides “idea ownership”



Inhibiting Creativity

- Starting too big
- Not honoring the process of asking questions
- Lack of practice, practice, practice
- Providing examples
- Relying on demonstration



test your Aha-bility

What do you see?



What do you see?



- Tube
- Volume
- Cardboard
- Aluminum foil
- Metal bottom
- Sealable top
- Plastic Lid
- 9" by 3"
- 5" by 3"
- 5 oz of chips
- 32 oz of water
- ? oz of ?
- What can I add?
- How many can I use?

Problem Strategy

- School Teacher
- Camper
- Outdoor Enthusiast
- Pet Owner
- Cyclist
- College Student
- Home DIY

The Minimum Viable Concept



Features:

Benefits:

Superior Outcomes:

- Spagetti holder
- Drinking straws
- Meal kit
- Fishing kit
- Winter driving kit
- Educational kit
- Picture hanging and repair kit
- Rain gauge
- Wind gauge
- Hamster tube building kit
- Tubular mouse trap
- t-shirt vending tube
- Pooper scooper
- Spy telescope
- Kaleidoscope
- Model Rocket kit
- Bank
- Water purification kit
- Curling iron holster
- Piñata popper
- Gold Fish transportation
- Human milk transportation

The Nature of Ideas

Idea: a group of thoughts used as a temporal resource to be considered as a possible course of action.

temporal resource = mental representation

considered = hypothesis

course of action = decision

Ideas are a raw material
Ideas are about problems



Purposeful Possibility

Context Control

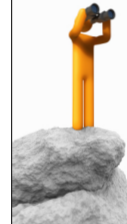
Idea: solve a problem

Meme: make it sticky

Concept: solve it for somebody

Opportunity: create a transaction

Ask Questions



Creativity is the outward expression or validation of your mental work that has utility.

sense-giving
not
memory recall



Meme: make it sticky



Meme: make it sticky



Pringles Can Concept Sales Outline

Piñata Poppers!



Problem: Children under 10 want to enjoy piñatas but parents worry about them swinging sticks and someone getting hurt.

Overt Benefit: Can is filled with confetti and candy and then gently pressurized to give a "popping" effect when the string is pulled.

Value Solution: Fun for kids. Safe for parents. Easy-to-pull string lets everyone enjoy the fun of a piñata.

RTB: Pressure seal is kid-safe. Parents pull safety ring half way open to 'click' and then child pulls on the loop to hear a pop!

Take Action: Great for birthday parties or next family event.

Desire Outcome: Parents get hugs from their kids for a great time at a party. Smiles all around.

Commercialized Concept



Piñata Poppers!

Now birthday parties are more fun with a piñata that is safe for kids.

Get the party popping with Piñata Poppers!, a fun way to enjoy a piñata that doesn't need a stick and still has all the fun of the candy surprise inside.

Piñata Poppers! were created to bring the fun of a piñata for younger children so that they simply have to pull the string and POP!, out pops confetti and candy everyone can enjoy. Simply hang by the attached hook on the bottom of the can and flip the safety seal under the lid. The can is gently pressurized so that a child can pull the string and open the popper to reveal a burst of candy fun! No more wild stick swinging and guaranteed fun each time because Piñata Poppers! always open and make celebrating safe for everyone.

Choose from 3 varieties of candy flavors; gummy animals, sour worms, or fruit & berry blast. And Piñata Poppers! are a hit with parents too so these are great for birthdays from 5 to 95.

Find Piñata Poppers! online at Amazon or at your local Party City store available in single cans or 3-can multipack.

Now every Happy Birthday can start with a candy-licious pop!

\$14.95 or \$39.95 (3)

The Most Difficult Creative Skill?

Recognizing a good idea when you see one.



A-ha Moments

1. recognized that change is possible
(proto-entrepreneurial behavior)
2. novelty in combinatorial experimentation
3. utility in resource bundling prototyping

Opportunity Space Search

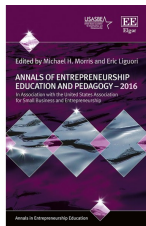
Everyday things - backpacks
Trends - wearable tech
Trends - wearable tech

Innovative idea - new insurance product
Campus Challenges - Burt's Bees in the bookstore
Campus Challenges - College student focused grocery store

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Resources

boldthinking.com/creativeclassroom



Creative Exercise: Customer Experience Canvas

Jeffrey Stamp

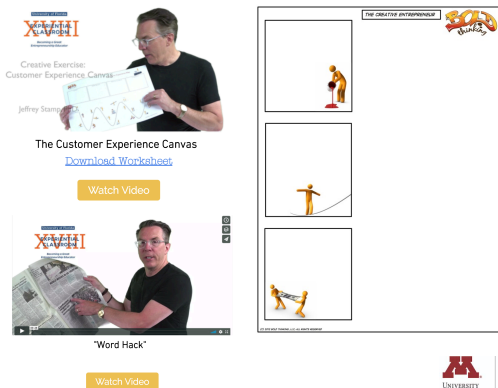
The Customer Experience Canvas

[Download it for Schools](#)

Watch Video

Word Hack

Watch Video



stamp013@umn.edu

