

Helping Your Students Master Their Creativity

From accidental to intentional
creativity through deliberate practice

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Do/Discuss



Experience/Expound



Why create?



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Why create?

Expectation

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What do you see?

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This isn't a puzzle

Is this glass:

A. half-full

B. half-empty

This is a data problem

Test Your Data

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Entrepreneurship

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

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Think outside the box!

- The box is how we perceive and define the world
- Holds all of our mental models
- Filled with metaphors we live by
- Filled with agreed upon (fixed) contexts
- Holds memories of experiences
- All box elements are held in **frames** of expectation
- Updated in real time



Catalyzing Creative Collisions

Aha Moment

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



Generate Stimulus

#1

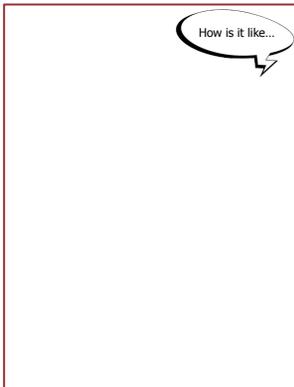
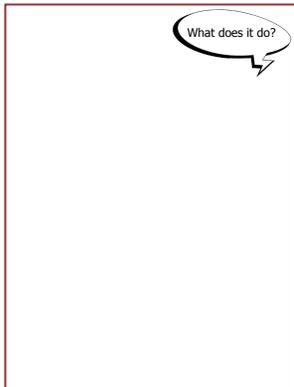
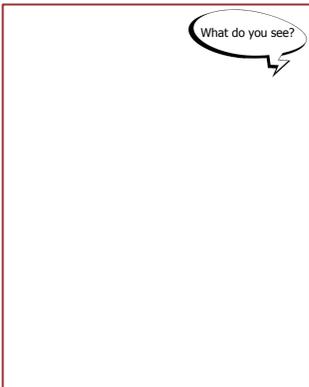
What do you see?

#2

What does it do?

#3

How is it like...



Memory Expectation - a chair
an office chair
What do you see?
What is this?



- Chair Elements**
- Seat
 - 4 Legs
 - Arms
 - Back
 - Wheels

Frame 1

Cognitive Dissonance - a 1-legged chair



Fixed vs Growth Mindset

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Memory Expectation - a 2-legged chair



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What gets in the way of your creative thinking?



Your memory

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We live in a big brain era

The multi-colored Google logo.



Google Search

I'm Feeling Lucky

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What was the first invention to break the sound barrier?



What was the first internet?

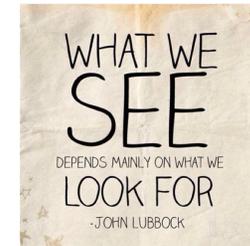


It depends.

Dependent on context driven by perception.

perspective

Awareness needs priming



We need ideas!

What do you see?



What do you see?



~~ideation~~
problemation

The defined problem

$$2 + 2 =$$

Test Your Memory

Label each state by its 2-letter designation

The well-defined problem



Label each state by its 2-letter designation

Which state is mis-labeled?



Test Your Imagination

The ill-defined problem

Which is the best state to grow tulips?



Problem Framing

- 1.context
- 2.connection
- 3.consequence

curiosity collisions

Curiosity Exercises

Write as many original adjectives describing vegetables as possible using only these starting letters.

- S
- C
- F

Driven to Discover® **Curiosity Exercises**

Google

adjectives that describe vegetables starting with s

[All](#)
[Images](#)
[News](#)
[Shopping](#)
[Videos](#)
[More](#)
[Tools](#)

About 151,000,000 results (0.86 seconds)

- smooth.
- soft-textured.
- solid.
- sour.
- sticky-sweet.
- substantial.
- succulent.
- sunny.

[More items...](#)

<https://www.words-to-use.com/words/fruits-vegetables/>

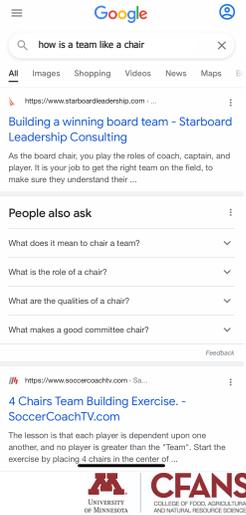
Words for Fruits & Vegetables



Driven to Discover® **Curiosity Exercises**

Questions you can't Google

How is a team like this chair?

<https://www.starboardleadership.com/>
Building a winning board team - Starboard Leadership Consulting
 As the board chair, you play the roles of coach, captain, and player. It is your job to get the right team on the field, to make sure they understand their ...

People also ask

- What does it mean to chair a team?
- What is the role of a chair?
- What are the qualities of a chair?
- What makes a good committee chair?

<https://www.soccercoachtv.com/>
4 Chairs Team Building Exercise. - SoccerCoachTV.com
 The lesson is that each player is dependent upon one another, and no player is greater than the "Team". Start the exercise by placing 4 chairs in the center of ...



Driven to Discover® The ill-defined problem

How is a Tesla like this chair?





Driven to Discover® The ill-defined, defined problem

When is this true?

$$2 + 2 = 5$$


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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Entrepreneur's Challenge

Before we transact in dollars...

we transact in

words!



Creative Word Hack

- The English language has a malleable DNA
 - Geostationary, Television, Automobile, Minneapolis
- Dictionary must consider new words common in culture
 - fantabulous, infotainment, chillax, craptastic, ridiculosity
- 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•per•son	

Step 3: Randomly select any two words 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•per•son	

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Creative Word Hack

Step 4: Play with new syllable combinations

e mergency

bev erage

create new word

bevmergency

give it meaning

Bevmergency: A meeting that is so boring that only an adult beverage can make the situation tolerable.

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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

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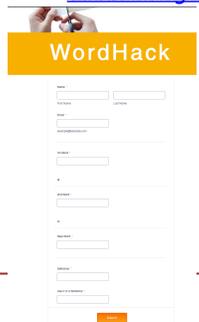
Creative Word Hack

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Submit your favorite new word creation at:

boldthinking.com/wordhack



Driven to Discover®

Creative Word Hack

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

emotional	dependency	democracy
expectation	delicious	evacuations
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program	technical	presentation
passion	explosive	chaotic
evacuations	manipulate	newspaper
ridiculous	protector	universe



Ridiculocracy = ridiculous + democracy
 Emoplosive = emotion + explosive
 Emoniverse = emotion + universe
 Awkaverse = awkward + universe

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](#)

The Most Difficult Creative Skill?

Recognizing a good idea when you see one.



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:

- | | |
|---|--|
| <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • T-shirt vending tube • Pooper scooper • Spy telescope • Kaleidoscope • Model Rocket kit • Bank • Water purification kit • Curling iron holster • Piñata popper • Gold Fish transportation |
|---|--|

Purposeful Possibility

Context Control

Ideas: choices for solving a problem

Meme: make it sticky

Concept: solve it for somebody

Opportunity: create a transaction

Ask Questions





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.



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)



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 MCGRAW-HILL ADVERTISING CLASSIC

A Technique for Producing Ideas

FOREWORD BY
WILLIAM
BERNBACH

JAMES WEBB YOUNG

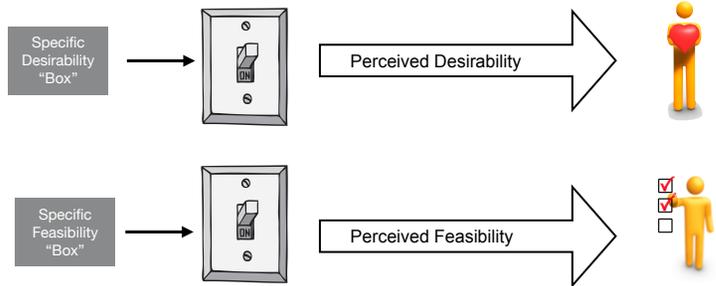


A-ha Moments

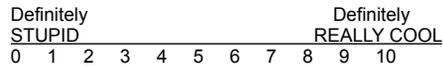
1. recognized that change is possible
(proto-entrepreneurial behavior)
2. mental model fluidity - creative effectuation
3. novelty in combinatorial experimentation
4. utility in resource bundling prototyping



The Power of Intentions



Your first instinct is to apply your own personal scale!



Catalyzing Creative Collisions

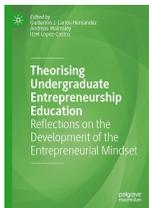
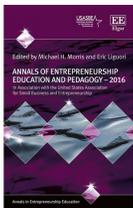
- CFANS 2222:** Inventing the Future: Creativity, Imagination, and Entrepreneurial Problem Solving
- APEC 3551:** Concept Design and Value-Added Entrepreneurship
- APEC 3451:** Food and Agricultural Sales
- AECM 2221W:** Foundations in Entrepreneurial Leadership Practice



Resources

stamp013@umn.edu

boldthinking.com/creativeclassroom



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