



CREATIVITY

8 EXERCISES TO HELP YOU STRETCH

1. STRETCH YOUR PASSION

List three things you're passionate about—professionally and personally.

- 1.
- 2.
- 3.

How can you stretch one or more of these in new directions?

2. STRETCH THE RULES

What rule in your life or organization inhibits creativity? Now, replace it with your own Cylie Rule:

3. STRETCH PAST MISTAKES

List three of your mistakes.

- 1.
- 2.
- 3.

Brainstorm ways to turn these into success stories.

4. STRETCH OUT OF BAD SITUATIONS

What idea of yours hit a brick wall?

How can you change or stretch it for a new audience?

5. STRETCH YOUR SENSES

Draw and write in a notebook when something is striking or interesting to you. These insights will reveal themselves again and again—often in your best work.

6. STRETCH TO HEAR SMALL VOICES

Think of three voices you've failed to hear in your workplace or at home.

- 1.
- 2.
- 3.

Ask questions. Probe for stories. Lean in and listen.

7. STRETCH TO SEE THINGS DIFFERENTLY

For the next week, pay extra attention to all kinds of shapes—signs and shadows, vehicles and vegetables, furniture and figures. Sketch and write about them. Stretch them out. See them with new eyes. Find ways to use the patterns in designs and in product development.

8. STRETCH BEYOND FEAR

Start practicing Kaizen today by taking one of these actions:

- read a magazine you've never seen before.
- rearrange the art and objects in your workspace.
- describe your first boyfriend/girlfriend without using the sense of sight.
- meet someone new and ask them five questions.
- swear off one of your bad habits for 24 hours.
- walk somewhere you would usually drive.
- call someone and say "thank you" or "I'm sorry."