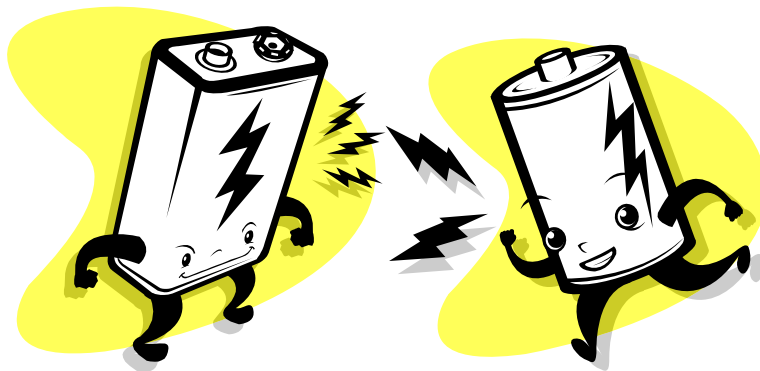




DALLAS
DIETETIC
ASSOCIATION

Batteries Included

How to Charge and Recharge Your Creative Cells



Tim Wright, President
Wright Results, Inc.
512-372-9933
tim@WrightResults.com
www.WrightResults.com



BATTERIES INCLUDED!
How to Charge and Recharge
Your Creative Cells!

DALLAS
DIETETIC
ASSOCIATION

What It's About

You have a Creative Self.

This *Batteries Included* program explores specific tactics by which you can recognize, accept and appreciate their Creative Self. Then it helps you develop specific ways to apply and implement your creativity in everyday, every way situations.

So, let's define Creative Self. Creative Self is

1. *That collection of creative cells that blend and lend to your creative ideation, expression, design, and development.*
2. *That ability and eagerness to observe familiar ideas, actions, objects, and processes in new and different ways.*
3. *That mental ability to generate original ideas and/or original applications from familiar ideas.*
4. *That set of integrated, harmonious skills/talents to think, make, develop or implement something new.*
5. Anything you think of? _____

Batteries Included relates your Creative Self to your everyday environment, especially your dietetic practice. So, look at the value gained from "creativity at work." A variety of resources and research studies have determined specific, meaningful benefits to a "creative workplace." Such a workplace has some element of creativity in its culture, its attitude, its practices/policies, and its personality. Here are the major benefits:

1. *Higher level of morale.*
2. *Higher level of motivation to perform and to improve performance.*
3. *Increased rate of staff retention.*
4. *Improved success in employee recruitment.*
5. *Reduced level of absenteeism and tardiness.*
6. *Greater level of customer satisfaction.*
7. Any advantages you think of? _____

If you take a close look at your Creative Self and linked benefits such as those above, you are closing in on your creativity-at-work identity ...in your specific office. What are a few instances in the past 3 weeks when you have connected your creative cells and produced specific results?

1. _____
2. _____
3. _____
4. Anything feelings or "move ahead" ideas you think of from your creative output? _____

*Reminding one another of the dream that each of us aspires to
may be enough for us set each other free*

Antoine de Saint Exupery



BATTERIES INCLUDED!
How to Charge and Recharge
Your Creative Cells!

DALLAS
DIETETIC
ASSOCIATION

What It Is -

We're talking about two types of creativity: Attitudinal Creativity and Functional Creativity.

Questionnaire

1. What does "creativity" mean to you? _____
2. Using that definition, are you creative? _____
3. If you answered, "yes," in what ways are you creative? _____
4. How does creativity apply to your work? _____
5. How might creativity apply to the "leadership portion" of your work? _____
6. How do you feel about the statement: "It pays to be creative"? _____
7. List creative ideas or actions you might take in your role.
 - a. _____
 - b. _____
 - c. _____

Attitudinal Creativity is the mental/psychological/emotional/spiritual approach you take to your creativity and its applications. You can approach your work with an "I am creative and I use my creativity in my work" attitude. Or not.

Functional Creativity is the application of that creativity. It is specific, defined, operational uses of your (your team's?) creativity in carrying out the job, tasks, functions, responsibilities that comprise your work.

What is the relationship between Attitudinal Creativity and Functional Creativity? In other words, how are they like "love and marriage"?

When and Where Do We Use Them?

Personality _____

Presentation _____

Big Picture _____

Tiny Details _____

Other? _____

Creative Chargers - Making It Work (A few Creativity Chargers in *Batteries Included*.)

1. **Idea Book (#5)** Buy and keep with you at all times a small notebook in which you write down any/every idea you have—the good, the bad, and the ugly! Once a day take a few minutes to review what you've noticed and recorded during the day. _____
2. **Metaphors and Similes (#11, #12)** When you first awake, compare yourself to an animal (hopefully, one you admire) and include the "because..." Throughout the day, allow yourself to "be" that animal and to recognize how the creative metaphor is impacting your energy, your performance. _____
3. **Creative Comparison (#30)** Select a dance that you enjoy. Select a specific work component you do not enjoy so much. Think of what the dance and your work have in common: require a partner? Steady rhythm? Full-body movement? Costume or props (tools)? Then ask what creative ideas thinking about the dance produces regarding your work. _____
4. **Creative Preparation (#31)** Select a task or action you currently perform. Quickly—in brainstorm mode—list all the failure possibilities. Think specific failure parts, not just the whole action failing. Notice how thinking of failures automatically triggers your problem-solving mechanism. You may come up with ideas for your Idea Book. _____
5. **Creative Variation (#32)** Choose a job action/project which currently causes you difficulty. Change one key element in that situation. (EX: change the process, change the tools used, change the time frame, change your reasons for doing it). Consider how changes—no matter how "unreal" they may be—can alter your approach to the difficulty. Think: "Idea Book." _____
6. **Idea Time (#33)** Set aside regular, frequent group time for the sole purpose of coming up with ideas. The group may be your staff, a team within your staff, your family, a group of friends... The ideas may be on any subject. Just get in the habit of "ideating." _____
7. **Success List/Calendar (#53)** At the end of the day, make 3 minutes available and jot down the successes you had today. I write mine in a monthly calendar (www.WrightResults.com/products.html) and it makes a world of difference every time I want a pick-me-up. _____
8. **Daily Doodles (#15)** Keep unlined paper and colored markers handy, all the time. Whenever the spirit moves you, pick up a marker and a piece of paper and just doodle. The more you respond to the spirit, the more often the spirit will move you. Take an unlined pad and a marker/pencil with you to "those" meetings. _____
9. **Wake Up Call (#4)** Rearrange your morning ritual. One great creativity stimulus is stirring things up, breaking the routine. If you usually brush your teeth, shower, eat breakfast, leave for work, recognize that you can rearrange those 4 actions at least 23 different ways. _____
10. **The Cartoonist in You (#1)** On a blank piece of paper, draw two people—faces, stick figures, anything that's quick and sort of looks like people. Take an objective (?) look at what you've drawn. Whatever jumps out at you ("the heads are too big!" "Nose looks like a banana!" "Are they men or women?") and write a caption that relates to whatever that touch point is. _____
11. **The Cha(lle)nge in Change (#13)** Select a somewhat common action (wrapping a present, making a sandwich). List all the challenges—no matter how simple—you might face in completing the action. Change the meaning of "challenge" as you think how you might challenge the situation: "Why do I have to do it that way?" That thinking will lead you to new, creative approaches. _____
12. **Break the Habits (#14)** Identify time-stealing habits so you can get rid of them. First, divide a page into two columns. Head one column "Bad Habits" and the other column "Creative Alternatives." List all the bad habits you can think of (and admit to!) in the first column. Check off the time stealers. In the second column list ways you can break those habits OR list alternative actions to replace the habits. (NOTE: you can apply this tactic to time-stealing habits, to creativity-reducing habits, to self-demeaning habits, to poor communications habits....)

BIBLIOGRAPHY

<u>Life's Companion</u>	Christina Baldwin
<u>Storycatcher</u>	Christina Baldwin
<u>The Everyday Work of Art</u>	Eric Booth
<u>The Artist's Way</u>	Julia Cameron
<u>Creativity</u>	Mihaly Csikszentmihalyi
<u>Flow</u>	Mihaly Csikszentmihalyi
<u>Serious Creativity</u>	Edward DeBono
<u>Inspiration</u>	Wayne Dyer
<u>The Power of Intention</u>	Wayne Dyer
<u>How to Think Like Leonardo Da Vinci</u>	Michael Gelb
<u>101 Creative Problem Solving Techniques</u>	James Higgins
<u>Write It Down, Make It Happen</u>	Henriette Klauser
<u>Living in Balance</u>	Joel Levey & Michelle Levey
<u>Thinkertoys</u>	Michael Michalko
<u>1001 Ways to Energize Employees</u>	Bob Nelson
<u>Radical Joy</u>	Todd Evans Pressman
<u>The Power of Wow!</u>	Tom Peters
<u>Clicking</u>	Faith Popcorn
<u>Batteries Included: How to Charge and Recharge Your Creative Cells</u>	Tim Wright
<u>KAPOW! 64 Blasts to Blow the Lid Off Your Job Performance</u>	Tim Wright
<u>The Art of Possibility</u>	Rosamund Zander & Benjamin Zander
<u>Your Newspaper's Comics</u>	

