

## TIPS TO FREE YOUR CREATIVITY - Evening Standard

*These tips were taken from an article that featured in the Top Tricks section of the Evening Standard that Clive Lewis, Illumine's Training Director recently contributed to.*

Are you a creative thinker? With these simple techniques you can bring a sparkle to your projects by taking an inspired and unusual perspective...

### 1. Dig and delve

Take a really good look at your project, from every angle. Rather than take it at face value, challenge all your assumptions about it from every perspective. Be curious - ask 'who', 'what', 'when', 'where', 'why' and 'how'.

### 2. Have fun

Play the reversal game, where you make a wacky list of everything which would make the project a disaster. Firstly, this frees your mind to be more open, and secondly, when some 'disaster' ideas are 'flipped back', they can give you great inspiration. For example, 'Hold the conference during a huge London demonstration' would be catastrophic, but when flipped back it may spark the idea of linking with an annual festival.

### 3. Change your mind

Try getting out of your rut. Change the way you do things - take a different route to work, eat lunch somewhere new, do a taster session for an unusual hobby. Fresh experiences spark new thoughts. And never underestimate sleep. Your subconscious mind is 10 times more powerful than your conscious mind, so sleep on your project, and be sure to seize your first thoughts at the beginning of the day.

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