

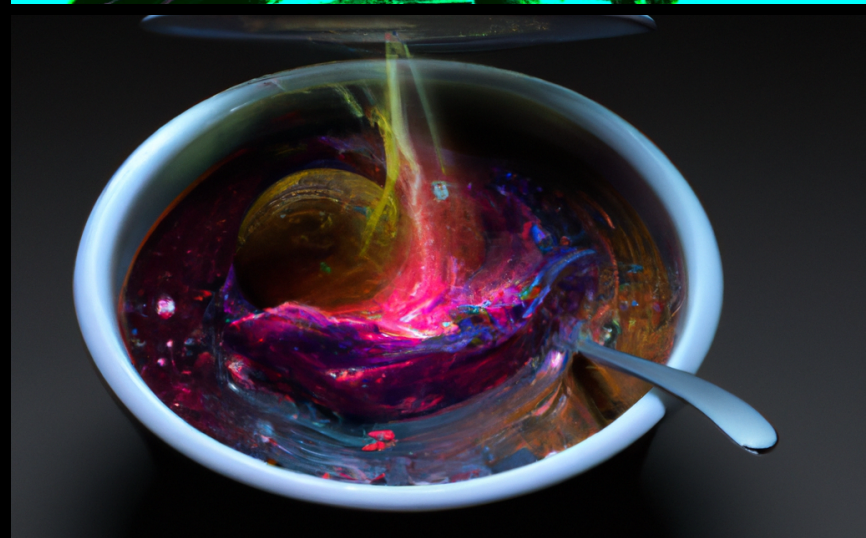
HYPER ISLAND

Creative Thinking

Practice Cards

Illustrated by

Dall-e



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creativity 1

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WHY USE THE CARDS

HOW TO USE THE CARDS - APPLYING THE RIGHT MINDSET

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Practice Cards

#1 CURIOSITY

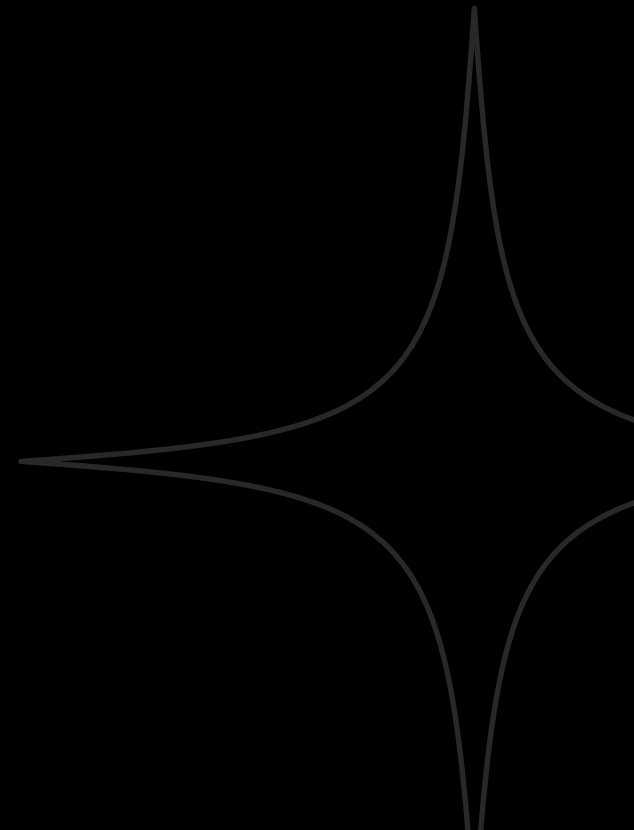
#2 COMMUNITY

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Applying the rules of physics to creativity

Superposition

See reality. Opposites are true at the same time. Beyond a binary approach.

Entanglement

Everything is connected. A system's thinking approach to reality.

Entropy

Things tend to decline.

Consider this

We tend to see things from a binary point of view, occurring in isolation. At its lowest expression energy can be a particle and a wave at the same time.

So, why do we think in terms of 'this' OR 'that'?

Creativity as a tool

46%

More innovation

Innovation is boosted by around 46% when creative approaches are applied. The ability to think differently is pivotal in driving innovation, promoting the generation of novel ideas, products, or solutions.

51%

Leadership efficacy

When leaders employed creative approaches leadership efficacy was positively impacted by 51%. Creativity in leadership is instrumental in envisioning new possibilities, inspiring team members, and encouraging risk-taking in a controlled environment.

42%

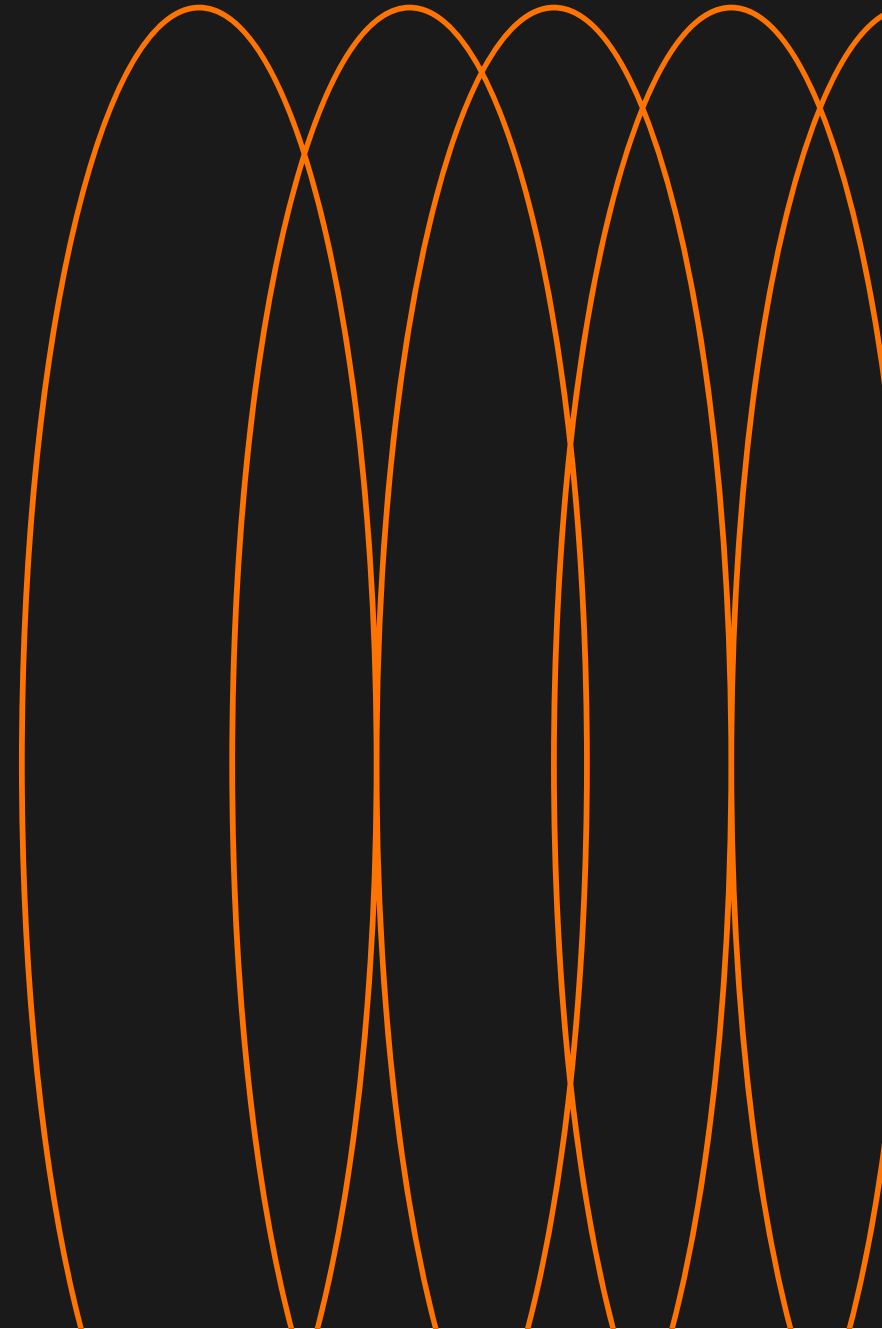
Effective collaboration

Creative methods foster an environment that encourages open communication, contributing to an enhanced collaborative experience.

38%

improved in complex-problem solving capacity

Creativity provides unique, unconventional perspectives, leading to more efficient solutions to intricate problems.



WHY use the Creative Thinking Practice Cards

THE PRACTICE CARDS

The cards are designed to help you and your team bring creativity into whatever the situation, challenge or problem needs attention. Ultimately, the objective of the cards and activities here is to enhance curiosity and foster creative thinking, and generate actionable insights to inform complex problem solving.

THE 6 C'S OF CREATIVITY PRACTICE CARDS

They are dynamic practice cards that depict the skills and elements associated with creativity.

You will be exploring each 'C' by understanding how present this 'Virtue' is in yourself, carrying out activities to nurture and activate it in yourself and in your surroundings. Also additional resources to acquire a deeper understanding.

HOW to get the best from the Cards

By following these guidelines you can approach creative challenges with the right mindset and gain valuable insights into the challenges and opportunities.

1 Be self-aware

You cannot enter a creative process without being aware of yourself and your surroundings. Don't THINK yourself into awareness, rather BREATHE yourself into it.

2 Approach playfully

Bring your inner child into awareness, laugh, allow your imagination to soar, entertain curiosity & what if questions with a playful attitude. Have fun.

3 Be willing to face the challenge

We are using creativity as a way to face and resolve complex problems, manage polarities and call out invisible problems.

4 The Goldilocks principle

Not too much of each, not too little ... just right! If you manage to keep yourself in awareness you'll sense the homeostasis in creativity.

5 Embrace the absurd

When working with creativity, it's important not to limit yourself to what may seem possible or plausible in the present. Exploring and considering themes that may seem absurd or far-fetched can lead to innovative and creative ideas. Keep an open mind and let your imagination run wild without fear of judgment or criticism. And also, there is always time to let go of ideas that aren't working for you.

Creative Thinking

Practice Cards

EACH CARD CONTAINS...

- A question intended for you to identify that 'virtue' within yourself;
- A series of bullet points on 'How to activate and nurture this virtue in you';
- One or more tools & activities with instructions on how to apply them;
- Additional resources to explore and go deeper into each;
- Access to the Hyper Island Toolbox containing more than 100 activities and tools to apply right now.

CURIOSITY

THE QUESTION TO ASK YOURSELF

Do I question the mundane?

Am I even aware that I CAN ask questions about anything and everything?

Do I take things for granted, in as, it is what it is instead of entertaining new possibilities?

ACTIONS & ACTIVITIES TO NURTURE THIS VIRTUE IN YOU

- ASK "WHY"
- ASK "WHAT IF"
- ASK "HOW"
- REPLACE JUDGEMENT WITH CURIOSITY

TOOLS

Learn from Ernst & Young's creed: "The better the question, the better the answer."

1. "How can you achieve your 10-year plan in the next 6 months?"

Ask this when:

They're thinking too small

You want to generate bigger and bolder ideas

Break through outdated paradigms. (Source: Peter Thiel)

2. The Feynman Technique

"How would you teach it to a child?"

Ask this when:

They're learning something new

The subject is complex

They're formulating "how-to" instructions

Encourage them to return to learning, fill in knowledge gaps, and simplify further.

3. The 5 Whys Method

"Why?" (Repeat 3-5 times)

Ask this when:

You want to uncover root causes, not proximate

Proximate = what immediately caused something to happen.

Root = the real reason something happened

Be hard on the problem, soft on the person.

(Source: Sakichi Toyoda)

4. Amazon's Working Backward Method

"What would a press release for this product say?"

Ask this when:

They have a new product idea

Follow-up actions:

Work backward from the customer's POV

Draft an FAQ + press release BEFORE building the product

5. The Joe Rogan Razor

"What would you do right now if a documentary crew were following you around?"

Ask this when:

Clarifying their purpose

There's an ethical decision

Rogan says it's the best life advice he's ever received:

Live your life like you're the hero in the movie.

Want the full list of my 12 favorite questions?

6. Maintenance (7.0/10)

Keep a list of your favorite questions handy (I use Evernote as it syncs across mobile and desktop).

Practice in everyday moments with friends and family.

That way, asking good questions will come more naturally in work settings.

7. BRINGING IT HOME

One final thing: Be your own best coach.

Ask yourself these questions, too.

All systems go.

Credit: Ben Meer ben@systemsunday.com

MORE TOOLS

Click on each title to go to the activity

Prompts for engagement, curiosity & wonder

by Ama Codjoe, 2023 Guggenheim Poet-in-Residence

Quantify Yourself

Hand in Glove

Bubble Hopping & serendipity

What's in your fridge?

RESOURCES

"**A More Beautiful Question: The Power of Inquiry to Spark Breakthrough Ideas**" by Warren Berger: This book discusses the importance of questioning in life and how it can lead to innovative ideas. It encourages readers to embrace a state of constant curiosity and questioning.

"**Curious: The Desire to Know and Why Your Future Depends On It**" by Ian Leslie: This book explores the idea of curiosity, how it affects our lives, and why it's important. It explains how curiosity leads to innovation and personal success.

"**The Curious Mind: The Secret to a Bigger Life**" by Brian Grazer and Charles Fishman: This book delves into the benefits of curiosity, both professionally and personally, from the perspective of an Academy Award-winning producer.

"**Peak: Secrets from the New Science of Expertise**" by Anders Ericsson and Robert Pool: While not specifically about curiosity, this book discusses the concept of deliberate practice and the role it plays in achieving expertise. It might help to understand how to focus curiosity into a disciplined learning process.

"**The Power of Now: A Guide to Spiritual Enlightenment**" by Eckhart Tolle: This book can assist in developing mindfulness, which can heighten your awareness and curiosity about your thoughts, feelings, and environment.

"**Thinking, Fast and Slow**" by Daniel Kahneman: This book is about cognitive biases and how they shape our decisions. It can make you more curious about how your own mind works.

"**Ingenious: A True Story of Invention, Automotive Daring, and the Race to Revive America**" by Jason Fagone: This book tells the story of a team of underdogs who designed a groundbreaking, super-efficient car. It's a testament to where curiosity, innovation, and perseverance can lead.

TED Talks:

The TED platform has numerous talks on a variety of subjects that can spark your curiosity. Specifically, check out talks by Elizabeth Gilbert, Sir Ken Robinson, and Jill Bolte Taylor.

Podcasts: Consider tuning into podcasts like "Stuff You Should Know," "TED Radio Hour," and "Freakonomics Radio" to stimulate your curiosity.

COMMUNITY

THE QUESTION TO ASK YOURSELF

How aware am I of the networks I belong to?
How intentional am I regarding the way I
interact with them?

ACTIONS & ACTIVITIES TO NURTURE THIS VIRTUE IN YOU

- ACTIVE LISTENING
- OPEN COMMUNICATION
- TEAM WORK
- CONFLICT RESOLUTION
- RESPECT FOR DIVERSITY
- SHARING EFFORTS
- REQUEST AND GIVE FEEDBACK
- BE ACCOUNTABLE

HACKS

Foster an Open Environment: Encourage members of your community to share their ideas without judgment. An open and accepting environment fosters creativity because people feel safe to express their thoughts and ideas.

Collaboration: Facilitate workshops or events where people can work together on projects. Collaboration often leads to the generation of new ideas as people bounce thoughts off each other.

Inspiring Speakers and Events: Bring in guest speakers or organize events around topics of interest to your community. This can help spark new ideas and inspire people.

Diversity: Encourage diversity within your community. Different backgrounds, experiences, and perspectives can significantly enhance creativity.

Provide Resources and Training: Offer resources or training sessions that help community members develop their creative skills. This could include workshops on creative thinking, problem-solving, or specific artistic skills.

Encourage Exploration and Curiosity: Promote a culture of learning and curiosity. Encourage community members to explore new areas, learn new skills, and ask questions.

Creative Spaces: If possible, create spaces that inspire creativity. This could be a physical location like a community center or a virtual space like an online forum. The design of the space can also influence creativity - consider aspects like natural light, comfort, and access to creative tools.

Recognition: Recognize and celebrate creative accomplishments. This can motivate individuals to continue developing their creativity.

Community Projects: Initiate projects that the community can work on together. This not only promotes collaboration but also allows individuals to contribute their unique skills and perspectives.

Model Creativity: Be a role model for creativity. Share your creative process, how you overcome blocks, and how creativity impacts your life and work. Your own enthusiasm and commitment can inspire others.

TOOLS

Tarot of Tech: exploring together brings together

COURAGE

THE QUESTION TO ASK YOURSELF

To what extent is courage an ally in my day to day?
Am I even aware that courage is necessary and an ally in my creative process?

ACTIONS & ACTIVITIES TO NURTURE THIS VIRTUE IN YOU

- STEP OUT OF YOUR COMFORT ZONE
- MINDFULNESS & MEDITATION
- VISUALIZATION
- SELF-AFFIRMATIONS
- JOURNALING
- ASKING FOR HELP
- MAPPING YOUR WORST FEARS
- PHYSICAL ACTIVITY

TOOLS

Click on each title to go to the activity

[Tim Ferriss' Fear Setting exercise](#)

[Brene Brown's demystifying 'Everybody'](#)

[Austin Kleon's Steal Like an Artist](#)

[Real time tools for wellbeing](#)

[WalkAbout: get out there!](#)

RESOURCES

Books:

1. "The Courage to Create" by Rollo May - This seminal work delves into the process of creation and the courage it requires, as well as the x artists and innovators face and how they overcome them.
2. "Big Magic: Creative Living Beyond Fear" by Elizabeth Gilbert - Gilbert shares insights and wisdom into the mysterious nature of creativity and how courage plays an integral role.
3. "Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead" by Brené Brown - Although not solely about creativity, this book explores vulnerability and courage, two essential components in the creative process.

4. "The War of Art: Break Through the Blocks and Win Your Inner Creative Battles" by Steven Pressfield - This book discusses resistance that people face in their creative journey and how courage helps overcome it.

Articles:

1. "The Role of Courage in Creativity" by Scott Barry Kaufman - Published in Psychology Today, this article discusses the importance of courage in the creative process.
2. "Why Creativity Requires the Courage to Take Risks" by Adobe 99U - An insightful article about the intersection of creativity and risk-taking.

Online Resources:

1. TED Talks - There are numerous TED Talks that explore creativity, courage, and the link between the two. Examples include Brené Brown's "The Power of Vulnerability" and Elizabeth Gilbert's "Your Elusive Creative Genius."
2. Coursera: "Ignite Your Everyday Creativity" - An online course that helps you develop your creative abilities, requiring the courage to explore and express new ideas.
3. Adobe Creativity Conference: Adobe MAX - A creativity conference where professionals discuss different aspects of creativity, including courage, risk, innovation, and much more.

COMMITMENT

THE QUESTION TO ASK YOURSELF

Am I able -or willing- to commit and see a creative process through to completion?

ACTIONS & ACTIVITIES TO NURTURE THIS VIRTUE IN YOU

- Check that you are genuinely interested and passionate about the project. It is easier to maintain focus and persevere through difficulties when you care about the work you're doing.
- Establish clear and measurable goals
- Creating a consistent work routine can improve your focus and productivity.
- Having a dedicated space for your creative work can help trigger your brain into 'work mode.'
- Improve concentration and reduce stress with mindfulness and meditation
- Regularly invest time in learning new skills, techniques, or concepts.
- The creative process can be frustrating; resilience and perseverance are key

TOOLS

1. **Set Clear, Achievable Goals:** In behavioral economics, this is based on the concept of 'nudging'. By setting clear, achievable goals, you are nudging yourself towards the desired behavior. The goals should be Specific, Measurable, Achievable, Relevant, and Time-bound (SMART).
2. **Understand the Rewards:** From a neuroscience perspective, the brain's reward system plays a significant role in commitment. Dopamine is released when we achieve a goal, and this feel-good neurotransmitter reinforces the behavior. Break down larger goals into smaller, achievable tasks and celebrate these mini-achievements to release dopamine and encourage further commitment.
3. **Establish Routine and Consistency:** Habits are powerful drivers of behavior, and neurologically, they involve the creation of specific neural pathways. The more often you perform an action, the stronger these pathways become, making the action easier over time.
4. **Social Commitment and Peer Pressure:** According to behavioral economics, people are more likely to commit to a course of action when they feel others are watching or they make a public commitment. So, don't hesitate to share your goals with others to strengthen your commitment.
5. **Visualize Success:** Visualization is a powerful technique used in both sports psychology and neuroscience. By visualizing the successful completion of your goal, you can enhance motivation and commitment.
6. **Use the Power of Loss Aversion:** Behavioral economics has shown that people feel the pain of loss more than the pleasure of gain. So, use commitment devices that make it costly for you to deviate from your goal. For example, you might commit to donating money to a cause you don't support if you don't achieve your goal.

7. **Mindfulness and Self-Awareness:** Be aware of your actions, your progress towards your goals, and any roadblocks you might be encountering. Self-awareness is crucial for making necessary adjustments and keeping your commitment strong.
8. **Sufficient Rest and Self-Care:** Your brain needs rest to function optimally. Lack of sleep can impair cognitive function, weaken resolve, and make it harder to stay committed.
9. **Continual Learning:** Keep up-to-date with the latest findings in neuroscience and behavioral economics. The more you understand about why and how these strategies work, the more effectively you can apply them.
10. **Positive Self-Talk:** Encourage yourself through positive affirmations and self-talk. This can help override negative thought patterns and strengthen commitment.

RESOURCES

BOOKS

Angela Duckworth, Grit: Why passion and resilience are the secrets to success

Carol Dweck, Mindset, the new psychology of Success
David Goggins, Can't Hurt Me

CONCENTRATION

THE QUESTION TO ASK YOURSELF

How well do I manage distractions.

How much of my life do I spend in a focused state.

ACTIONS & ACTIVITIES TO NURTURE THIS VIRTUE IN YOU

- Establish a Routine: Create a schedule that includes set times for tasks that require concentration. This can help train your brain to focus during these periods.
- Meditate: Regular meditation can enhance your ability to concentrate by training your mind to focus on a single thing, such as your breath, for extended periods.
- Exercise Regularly: physical exercise can improve cognitive function, including attention and memory, thereby aiding in better concentration.
- Get Enough Sleep: Lack of sleep can greatly hinder your ability to concentrate. Make sure you're getting adequate rest every night.
- Stay Hydrated and Maintain a Healthy Diet: Dehydration and poor nutrition can lead to fatigue and difficulty focusing. Make sure you drink plenty of water and eat a balanced diet rich in fruits, vegetables, and lean proteins.

HACKS

Limit Distractions: This could mean turning off notifications on your phone, finding a quiet place to work, or using noise-cancelling headphones.

Break Down Large Tasks: Large tasks can feel overwhelming, leading to procrastination and lack of focus. Break these down into smaller, manageable tasks, and tackle them one at a time.

Take Regular Breaks: The Pomodoro Technique, which involves working for 25 minutes and then taking a 5-minute break, can be a useful method to improve concentration over long periods.

Mindfulness Practices: Paying full attention to what you're doing in the moment can help improve concentration over time.

Limit Alcohol and Avoid Drugs: Both can affect your memory and concentration, not just in the moment, but in the long term as well.

RESOURCES

BOOKS

Nir Eyal, Indistractable

(Subscribe to his newsletter)

Steven Pressfield, The War of Art

Cal Newport, Deep Work

Cal Newport, A World without email

Cal Newport, Digital Minimalism

TOOLS

Find your voice & values in a noisy world:

align your actions with your values

Start Small

Sit & Listen

CRAFT

THE QUESTION TO ASK YOURSELF

Have I tangibly experienced my creativity, delving physically into the creative process?

ACTIONS & ACTIVITIES TO NURTURE THIS VIRTUE IN YOU

- PROTOTYPING
- CONCEPT BOARDING
- SHOW NOT TELL

TOOLS

PROTOBOT

90 MINUTE PROTOTYPE

This n' That

RESOURCES

1. "Big Magic: Creative Living Beyond Fear" by **Elizabeth Gilbert**: Gilbert, the author of "Eat, Pray, Love," shares her insights on the nature of creativity and encourages readers to pursue their passions without fear.
2. "Bird by Bird: Some Instructions on Writing and Life" by **Anne Lamott**: Though primarily aimed at writers, Lamott's advice on pursuing and developing a creative craft can apply to various fields.
3. "Steal Like an Artist: 10 Things Nobody Told You About Being Creative" by **Austin Kleon**: This book breaks down the myth of originality and explains how all creative work builds on what came before.
4. "The Artist's Way: A Spiritual Path to Higher Creativity" by **Julia Cameron**: This book offers a 12-week course designed to unleash your creativity, eliminate blocks and self-doubt, and nurture your artistic talents.

"5. **Flow: The Psychology of Optimal Experience**" by **Mihaly Csikszentmihalyi**: Csikszentmihalyi's concept of "flow" – a state of deep absorption in the creative process – offers insights into how to get lost in your work.

6. "Imagine: How Creativity Works" by **Jonah Lehrer**: Lehrer explores the science of creativity and provides real-world examples and strategies for encouraging creative thinking.

7. "Out of Our Minds: Learning to Be Creative" by **Ken Robinson**: This book discusses the importance of creativity in education and offers strategies for fostering a creative mind.

8. "Creative Confidence: Unleashing the Creative Potential Within Us All" by **Tom and David Kelley**: This book provides strategies to unlock your creativity, whether in art, business, or everyday life.

9. "On Writing: A Memoir of the Craft" by **Stephen King**: While this is a memoir from King, it also offers concrete advice and shares his own creative process.

10. **How to Get to Great Ideas: A system for smart, extraordinary thinking** by Dave Birss

USING THE 6 Cs
to assess group
needs and nurture
the collective
creative space

INSTRUCTIONS

- Draw the spider diagram for the 6Cs
- Complete the self assessment for each C using the questions provided in each card.

THE STORY IT REVEALS ABOUT YOU

Once completed go back to the 'C's and reflect:

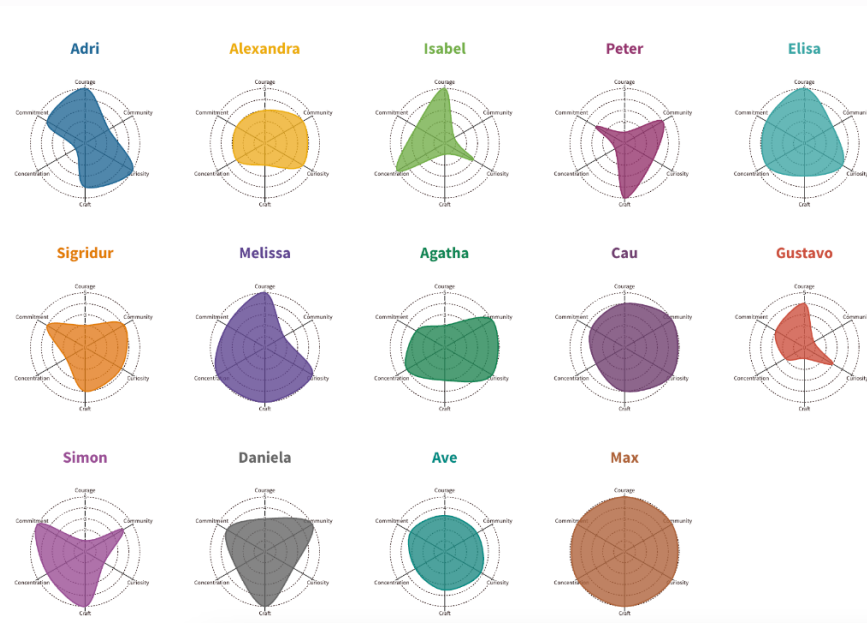
- What was happening, what were the conditions?
- Share in groups
- Consolidate to understand areas of peak performance and areas of opportunity

Using the spider diagram map your 'happy place' for each C, your peak moments (see example below)

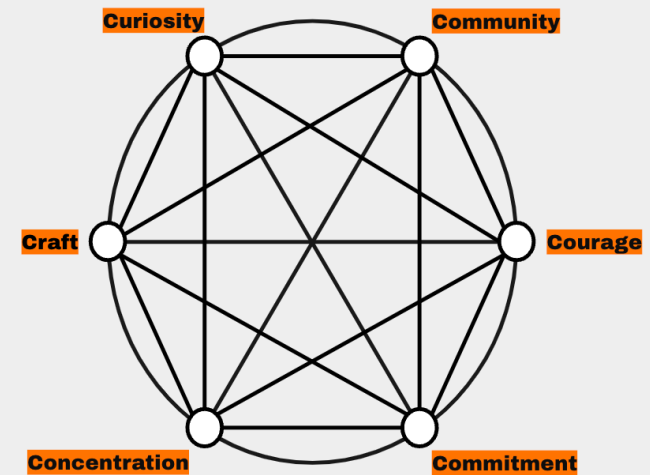
NURTURING COLLECTIVE CREATIVITY

On the basis of the findings, find ways to help each other in the areas of opportunity.

CREATIVITY TEAM MAP

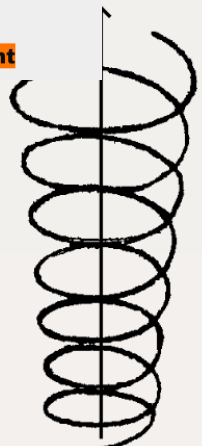
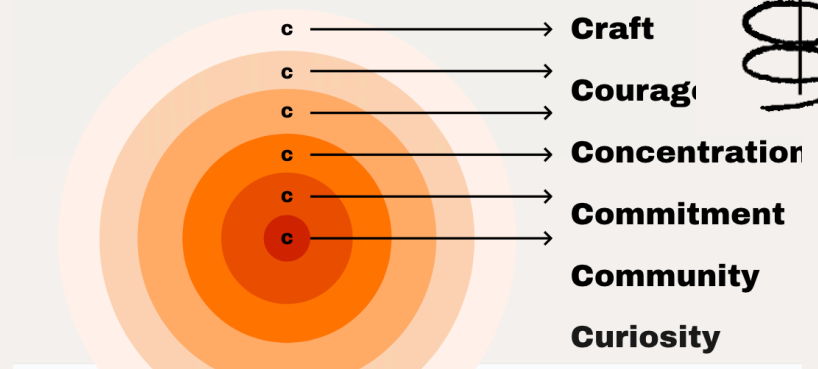


Entanglement/Nonlocality Systems Thinking



Superposition

Schrodinger's Cat



About Hyper Island

We design learning experiences that help you grow.

To grow in areas such as Innovation - High Performing Teams - Future Thinking - Leadership - Change Management & Storytelling.

Hyper Island prepares individuals and organizations to **anticipate and adapt to the changes of tomorrow, today**. Through partnerships with companies all over the world, we help create dynamic and innovative cultures that accelerate long-term change.

You can find us in London, São Paulo, Stockholm, Singapore, New York City, Manchester, and Karlskrona.



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