



MAXIMIZE CREATIVE THINKING IN THE AGE OF AI:

UNLOCK THIS #1 VALUABLE SKILL

CREATIVE THINKING BELONGS TO HUMANS

I'm InspiroBot.

I am an artificial intelligence dedicated to generating **unlimited** amounts of unique inspirational quotes for endless enrichment of **pointless** human existence.



**SURVIVING OTHER
PEOPLE'S IDEAS IS
IMPOSSIBLE,
UNLESS YOU DRINK
MILK.**



CREATIVITY IS

JUST CONNECTING

THINGS.

- STEVE JOBS

“

Eighty-two percent of executives surveyed by Forrester agree that **companies benefit from creativity**. Among those benefits include **increased revenue** and **greater market share**.

”



**CREATIVE THINKING UNLOCKS BRAND CHALLENGES
REQUIRES GOING TO THE FRINGES AND EVEN WEIRD AND DEEP**

Head of Insights, Top 100 company



OUR JOURNEY TO UNLOCK CREATIVE THINKING



+



+



=



Understand
Creative
Strengths

Learn
Creative
Thinking
Tools

Deliberate
Development

**BE AS
CREATIVE AS
YOU CAN BE**

UNDERSTANDING YOUR CREATIVE STRENGTHS



Creative Strengths

NEGATIVE IMPACT TO OUR CREATIVE GENIUS



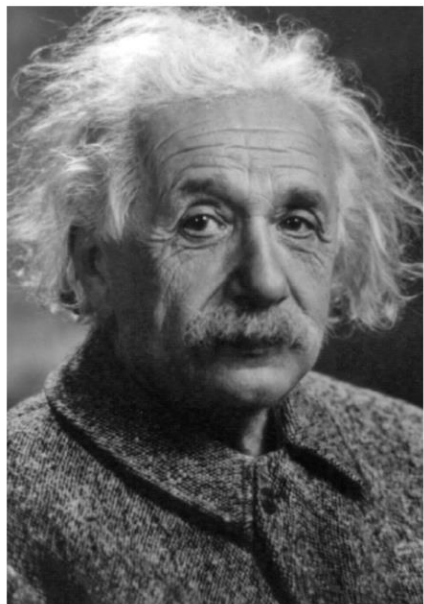
98% of 5-year old
kids scored at
genius level



2% of adults
scored at genius
level



EVERYBODY IS CREATIVE!



“

Every child is an **artist**, the **problem** is **staying an artist** when you grow up.

– Pablo Picasso

”

MISUNDERSTOOD CREATIVE STRENGTHS

- **Disobedient**
- **Challenges Authority/Disruptive**
- **Immature/Unprofessional**
- **Daydreamer**
- **Indecisive**
- **Complicated/Time Waster**
- **Strange/Non-conforming**
- **Original**
- **Curious Inquiry**
- **Sense of Humor**
- **Intense Thinker**
- **Open-Minded**
- **Loves a Challenge**
- **Inventive**

MISUNDERSTOOD CREATIVE PROCESS

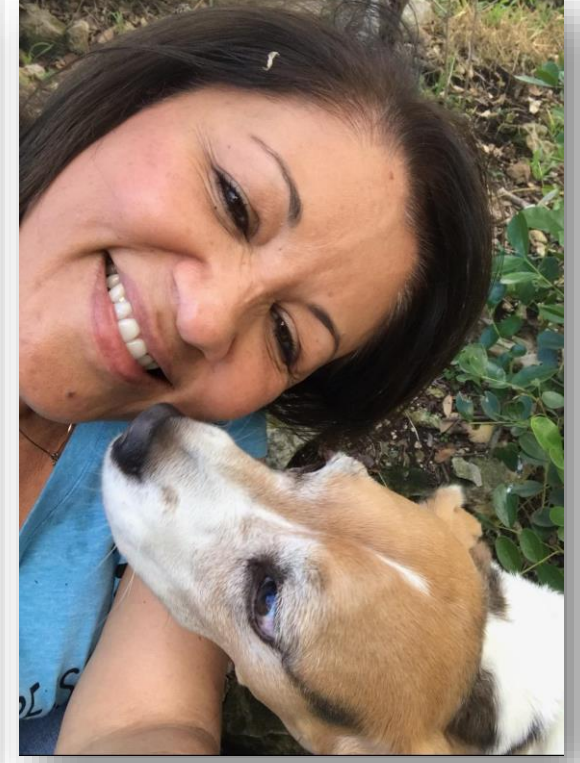


**WHAT SOME THINK
CREATIVE THINKING
LOOKS LIKE: A SINGLE
THING**

WHAT CREATIVE THINKING REALLY LOOKS LIKE

IDEAS COBBLED TOGETHER FROM DIFFERENT PARTS

OUR BRAIN DEFAULTS TO SAMENESS



IT TAKES DELIBERATE EFFORT TO GET OUT OF SAMENESS

LEARN TOOLS TO MAXIMIZE CREATIVE THINKING

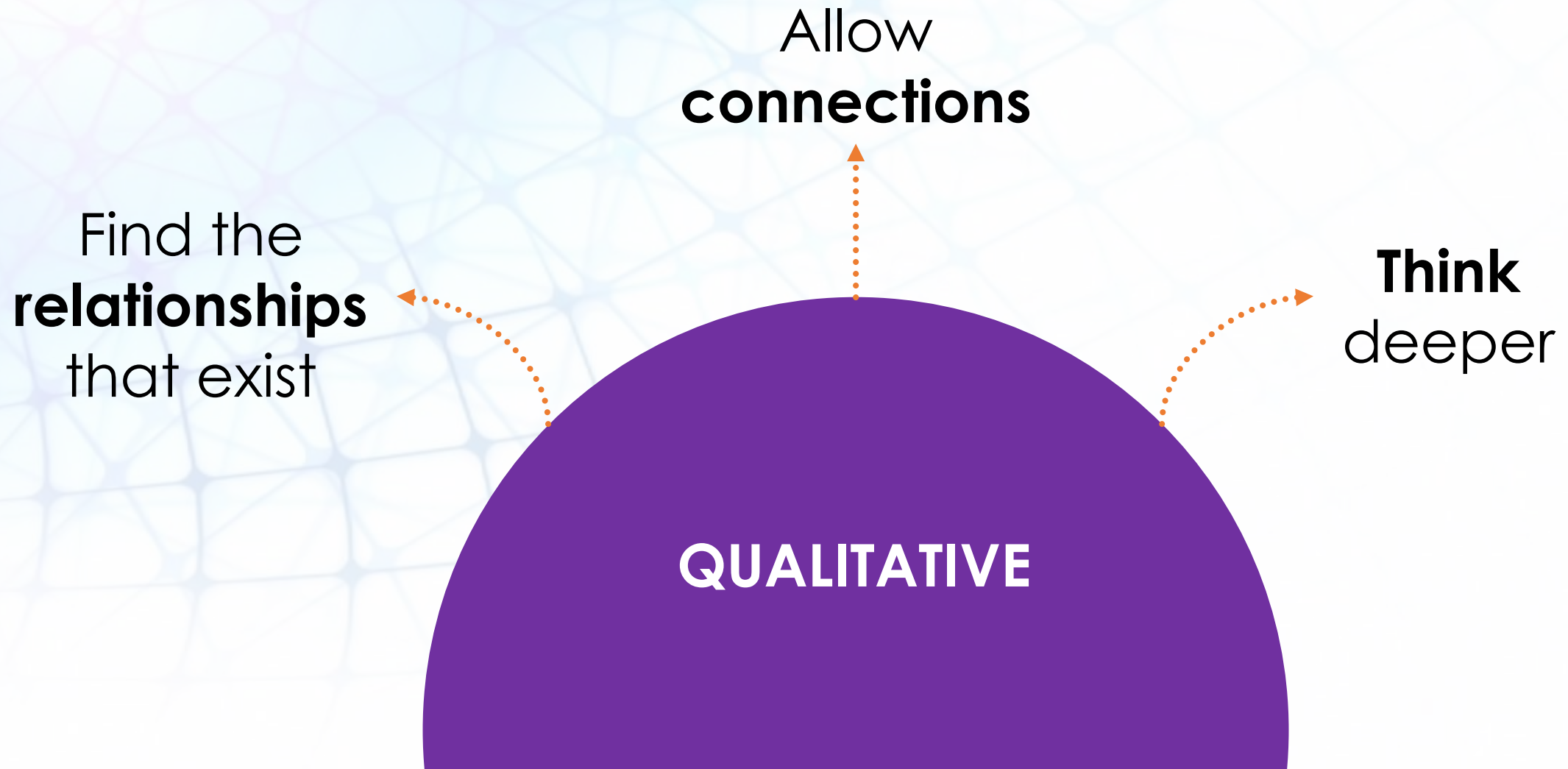


**Understand
Creative
Strengths**



**Creative
Thinking
Tools**

CREATIVITY + QUALITATIVE GO HAND IN HAND



“

Creativity involves **breaking** out of **established patterns** in order to look at things in **a new way**. - Edward de Bono (Authored 60 books on creative thinking)

”

TOOLS TO ELICIT THE “NU”



TOOLS EMPOWER THINKING DIFFERENTLY: **CARB**

Connect the
Unconnected

C

A

Alternative
expression

Related worlds

R

B

Break
assumptions

CONNECT THE UNCONNECTED: RITUALS + BRANDS

Connecting Human Rituals to Brand Rituals

Geoff Zoeckler

Former Head of Innovation Kaleidoscope



ALTERNATIVE EXPRESSION: PERSONAL ANALOGY

WHAT WOULD GET YOU TO DRINK MORE MILK?



DIRECT APPROACH



CREATIVE APPROACH

RELATED WORLDS: MAKE “NU” CONNECTIONS



BREAK ASSUMPTIONS: ASK WHAT IF?



Assumptions: Face Wash	Break Assumptions
It comes in a plastic bottle	Cloth, Capsules, Syringe
Used for washing your face	Rejuvenating, Waking up, Massage
Used at home	On-the-go, Use at work, Sleeping

CREATIVE THINKING HABITS REQUIRE DELIBERATE EFFORT



Understand
Creative
Strengths



Learn
Creative
Thinking
Tools



Deliberate
Creative
Thinking
Development

TREAT CREATIVITY LIKE A SKILL, NOT A MYSTERY



NURTURE



PRACTICE



DEVELOP

MAKE NEW CREATIVE HABITS

CONSIDER THE INCUBATION PERIOD

IT TOOK DAVINCI 16 YEARS TO CREATE THE MONA LISA!



CREATIVE GENIUSES PRODUCE MORE BAD WORKS

TO GET GOOD WORKS





SHIFT THINKING WITH LANGUAGE

ALTERNATIVE EXPRESSION: POSSIBILITY QUESTIONS

What might be all the
ways (WMBATW) to
evolve your
creative thinking...?



WMBATW to
supercharge
your creative
thinking...?

WMBATW to
maximize your
creative thinking...?

WMBATW to
escalate your
creative thinking...?

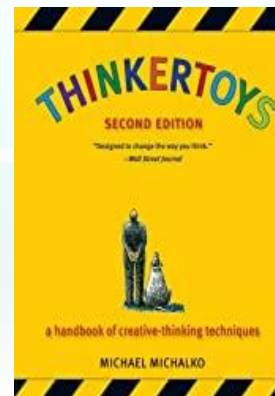
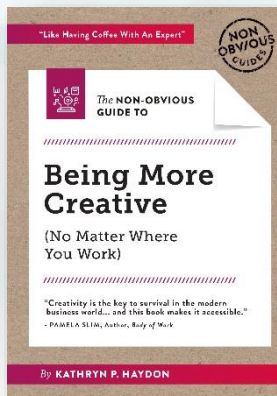
MAXIMIZE YOUR CREATIVE POTENTIAL



Find Creative Strengths

Learn Creative Thinking Tools

Deliberate Development



CREATIVE THINKING IS THE WAY OF THE FUTURE: OWN IT!



SAMENESS=EFFICIENCY



CREATIVITY=NU-NESS



Marta Villanueva, M.Sc. | Chief Insights Officer | marta@nuthinking.net | 210.392.6319

www.nuthinking.net

