

FINDING your lost CREATIVITY





ME

pretentious

adjective | pre·ten·tious | \pri-'ten(t)-shəs\

having or showing the unpleasant quality of people who want to be regarded as more impressive, successful, or important than they really are

Source: Merriam-Webster's Learner's Dictionary

hubris

noun | hu·bris | \ˈhyü-brəs\

a great or foolish amount of pride or confidence

Source: Merriam-Webster's Learner's Dictionary

3 in 3

find 3 things your
base table has in
common
in 3 minutes

Drugs + Alcohol + Anger
= **CREATIVITY**

A child in a light blue shirt is painting a colorful object with a brush. The background is a blurred image of the child's hands and the object being painted. The text is overlaid on a white rectangular area.

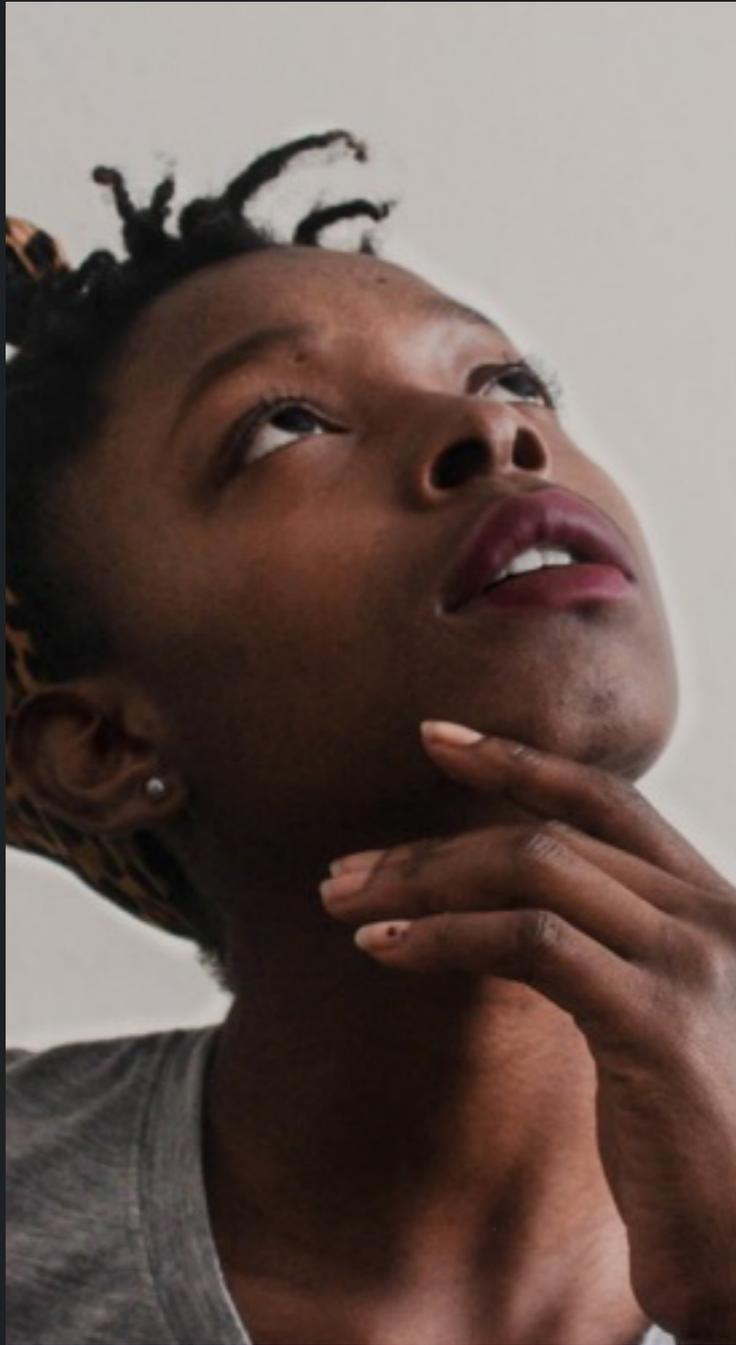
98% amongst
5 year olds

30% amongst
10 year olds

12% amongst
15 year olds

in your book

When, where, what
circumstance stances,
etc. do your creative
ideas typically surface?



types of
THINKING



OBSTACLES
of creativity



PROCESS
of creativity

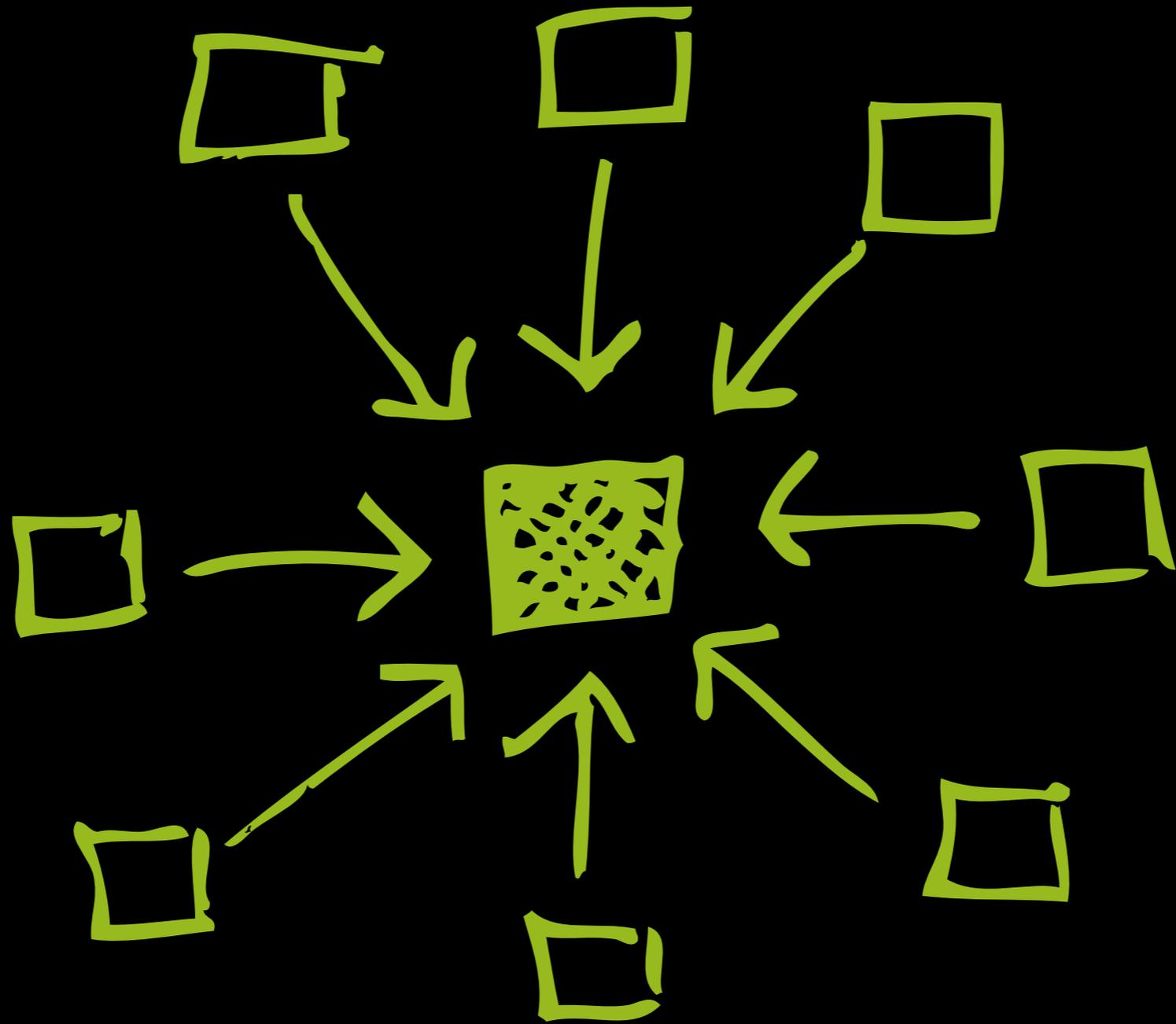


types of
THINKING

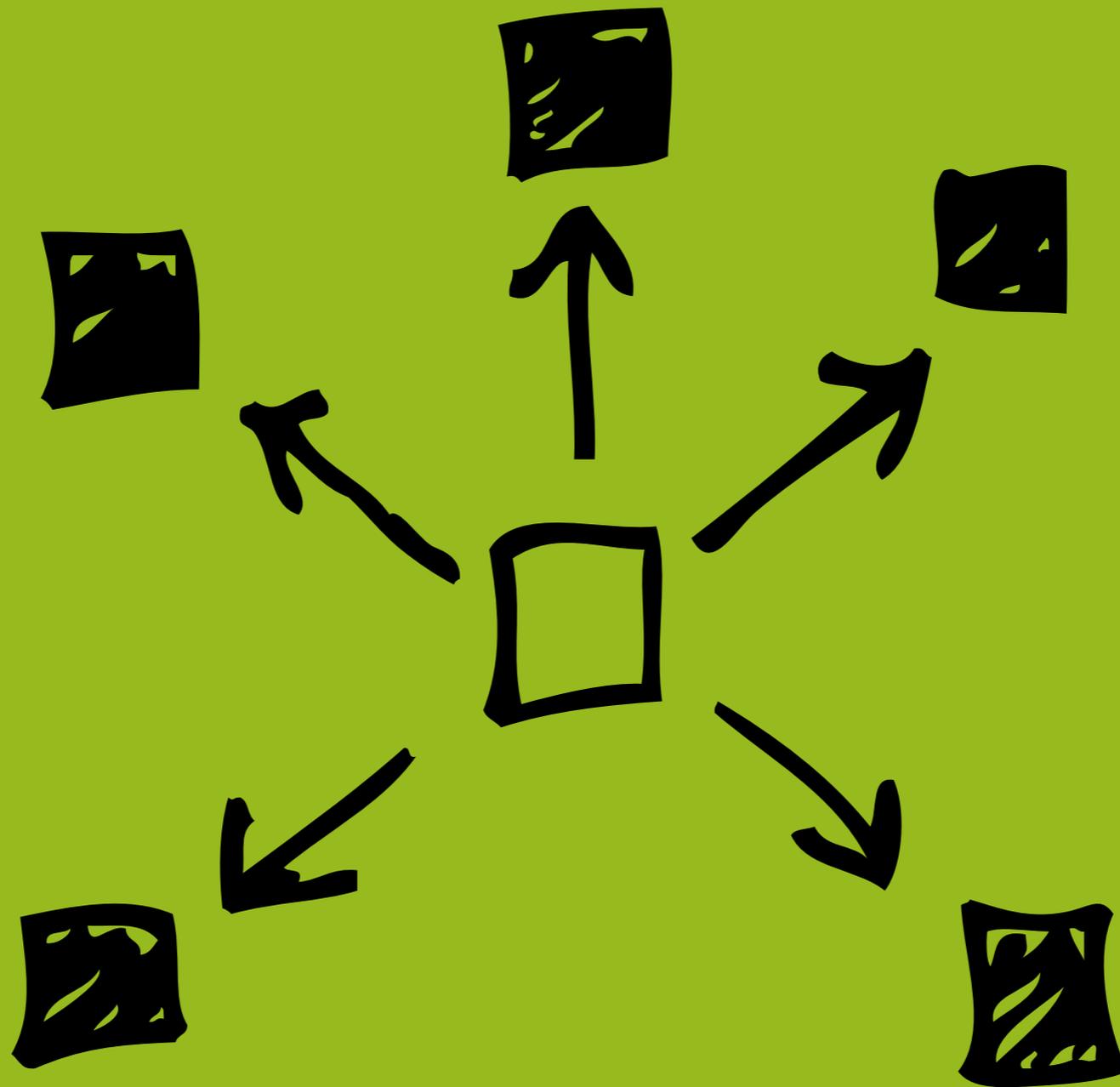
CONVERGENT

==== *versus* =====

DIVERGENT



CONVERGENT



DIVERGENT



I live four miles from work. My car gets 30 MPG. I want to use less fuel in my commute for financial and conservation reasons. Money is no object.

CONVERGENT

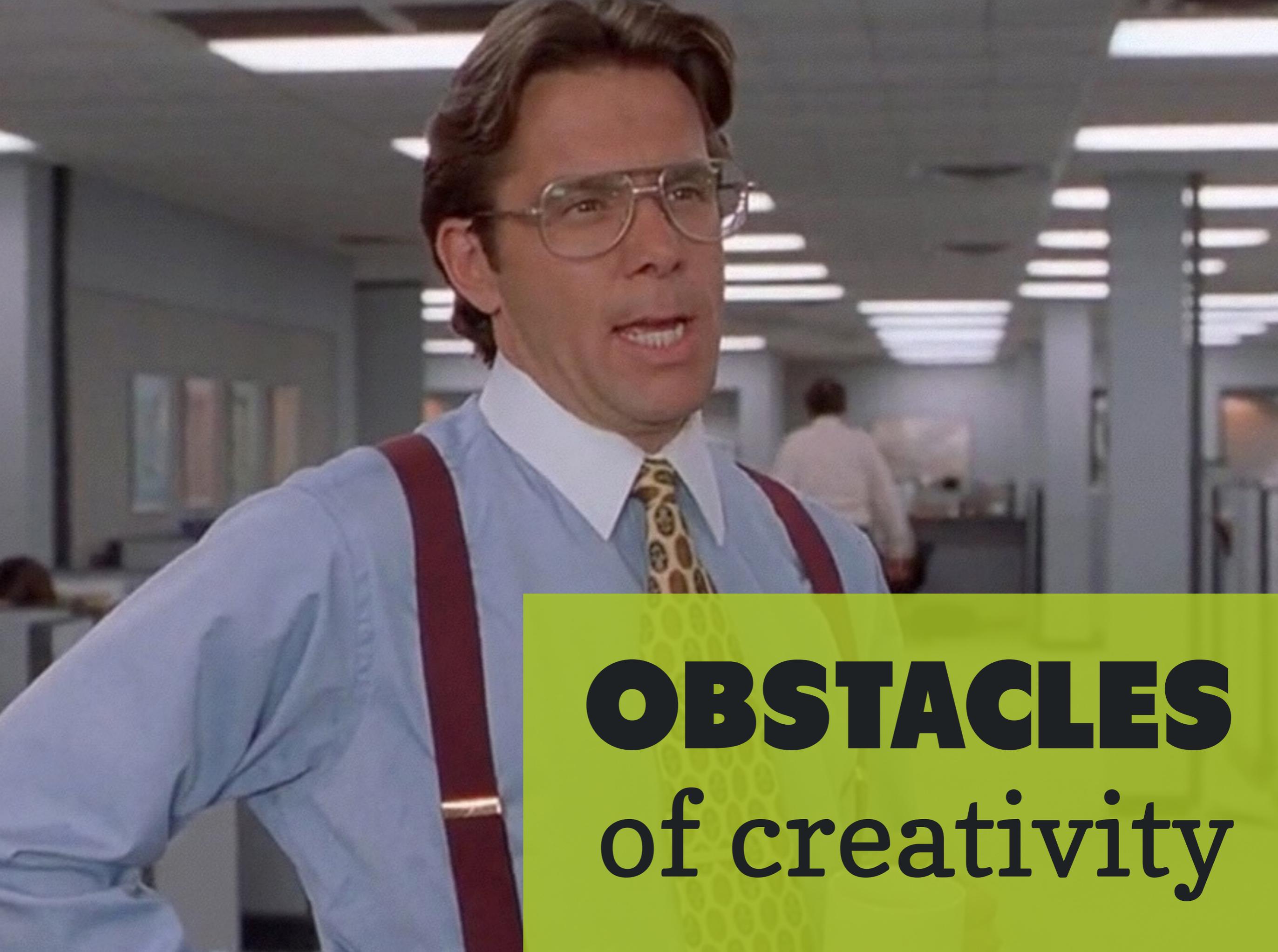
Find the three best replacement vehicles for my car.

DIVERGENT

What options do I have to reduce my fuel consumption?







OBSTACLES
of creativity

in your group

Discuss possible
roadblocks to creativity
(real or artificial, yours
or someone else's)





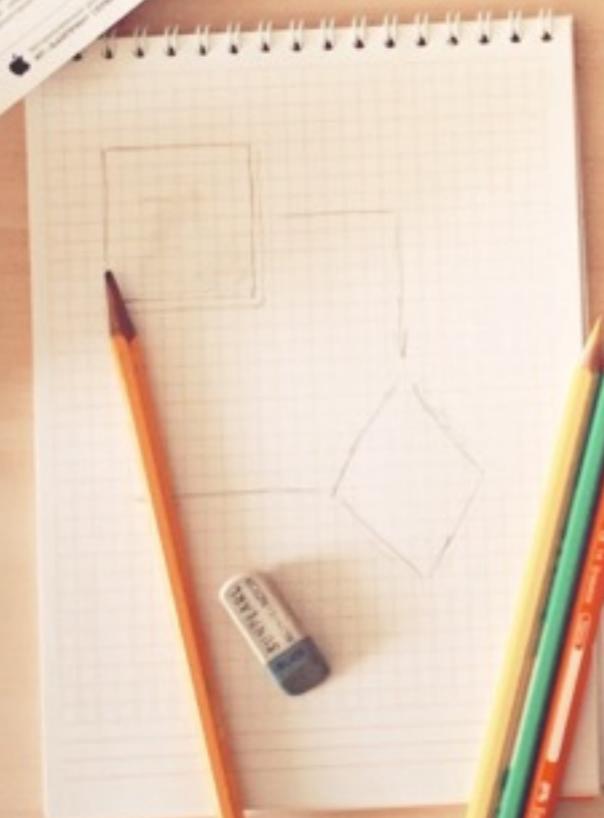
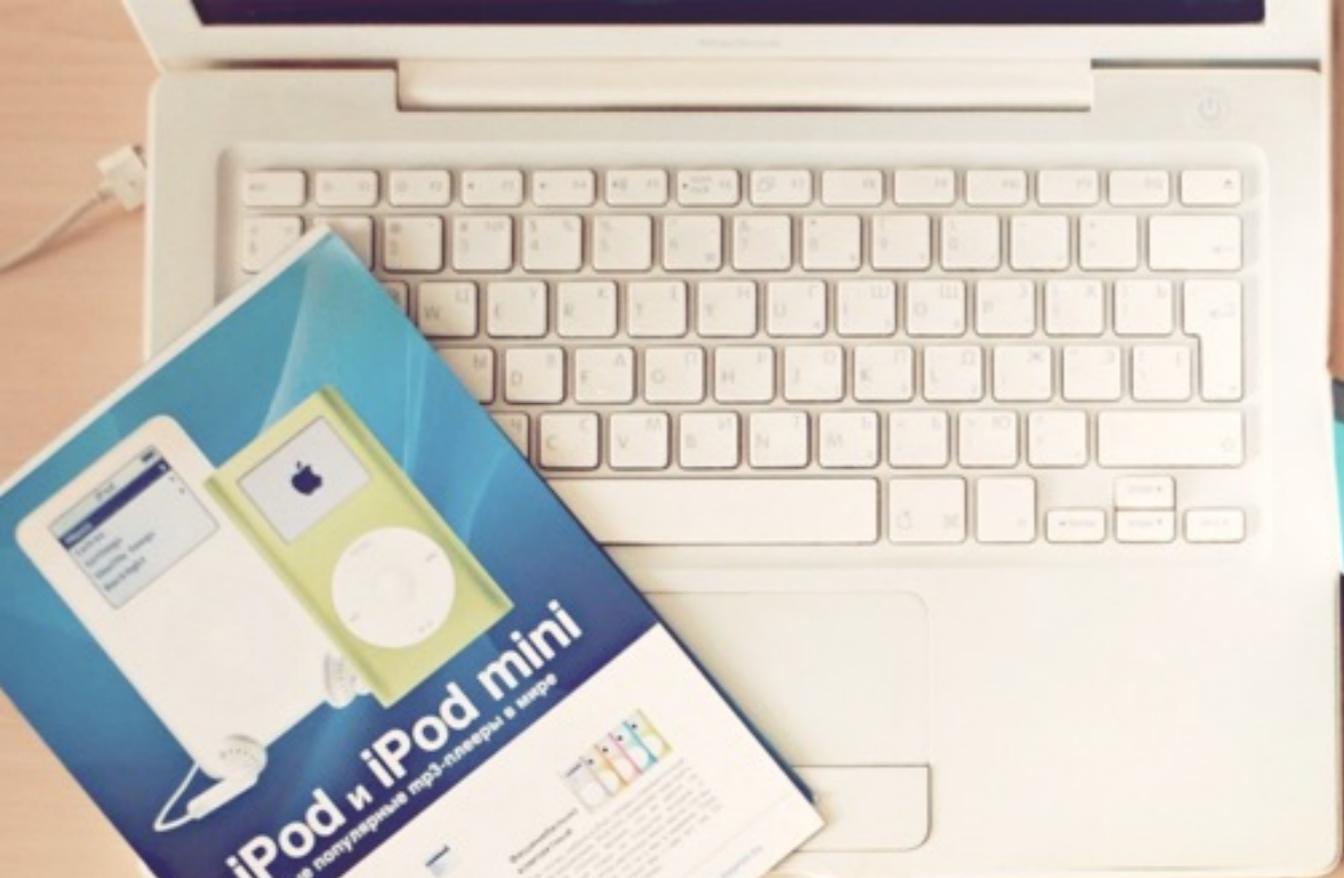


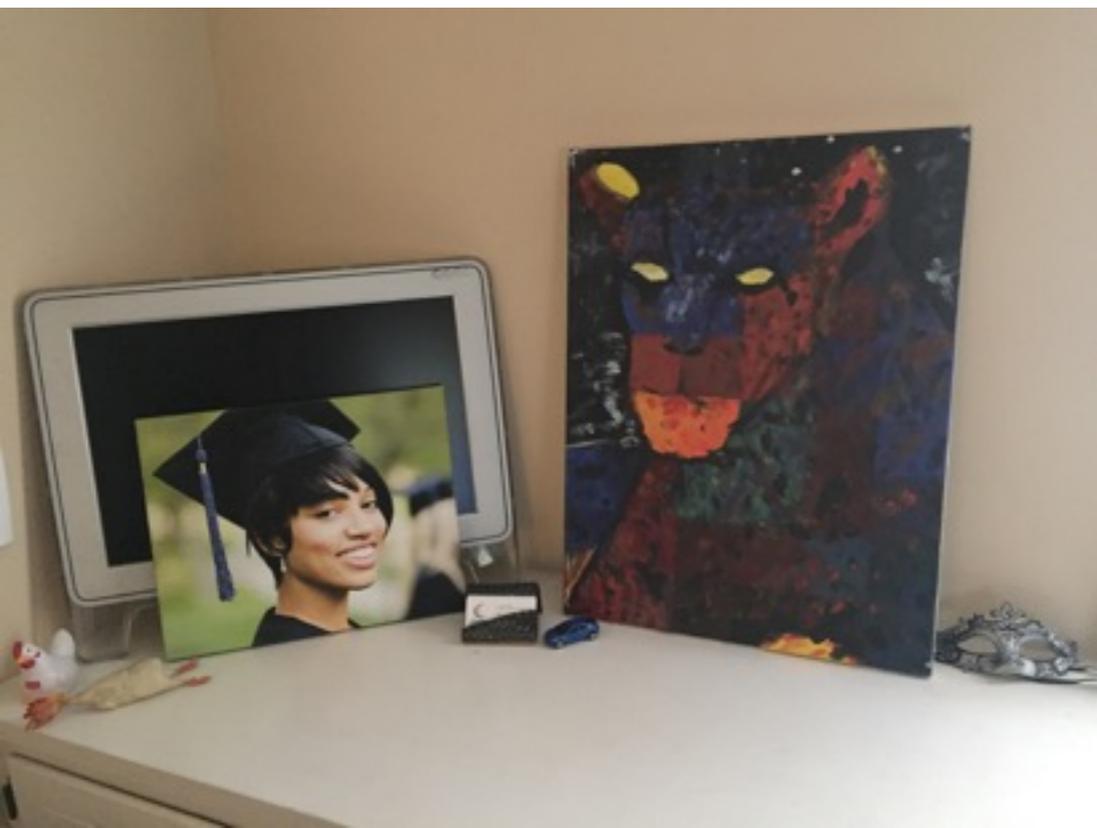
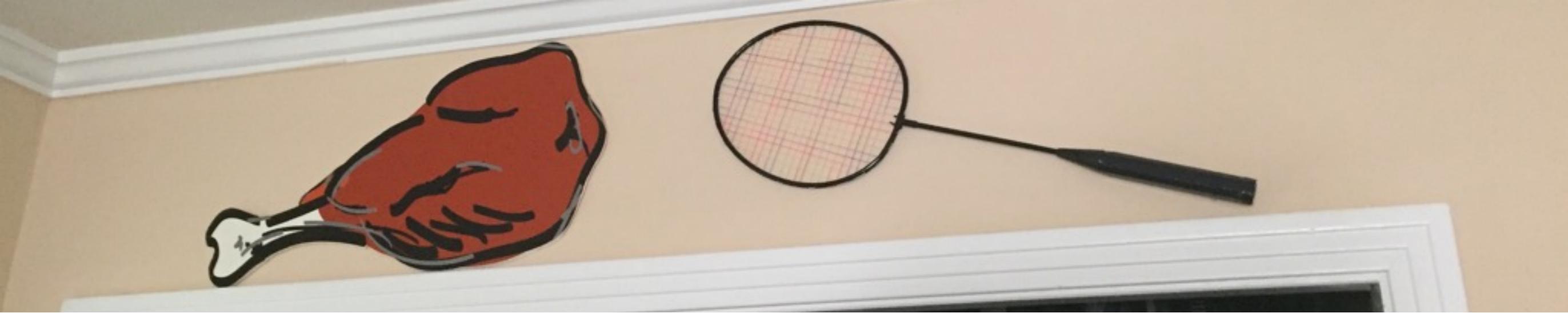
PROTECT
your **TIME**

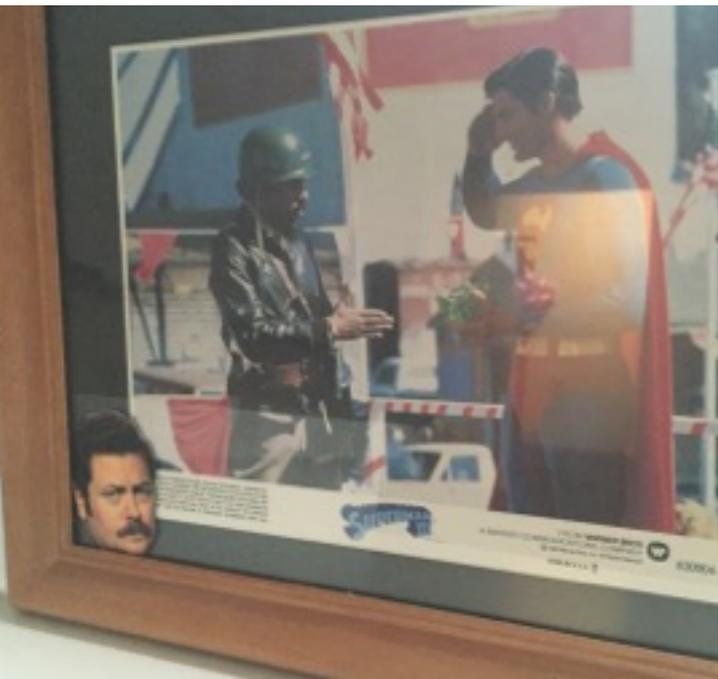
BUILD *your* **ENVIRONMENT**















in your book

For your office: What isn't conducive to creativity? What is conducive to creativity?

A close-up photograph of a clock's internal mechanism, focusing on a brass hand and its pivot point. The hand is positioned horizontally, pointing towards the right. The background is a dark, blurred dial with white numbers and markers. The lighting is dramatic, highlighting the metallic texture of the hand and the intricate details of the mechanism.

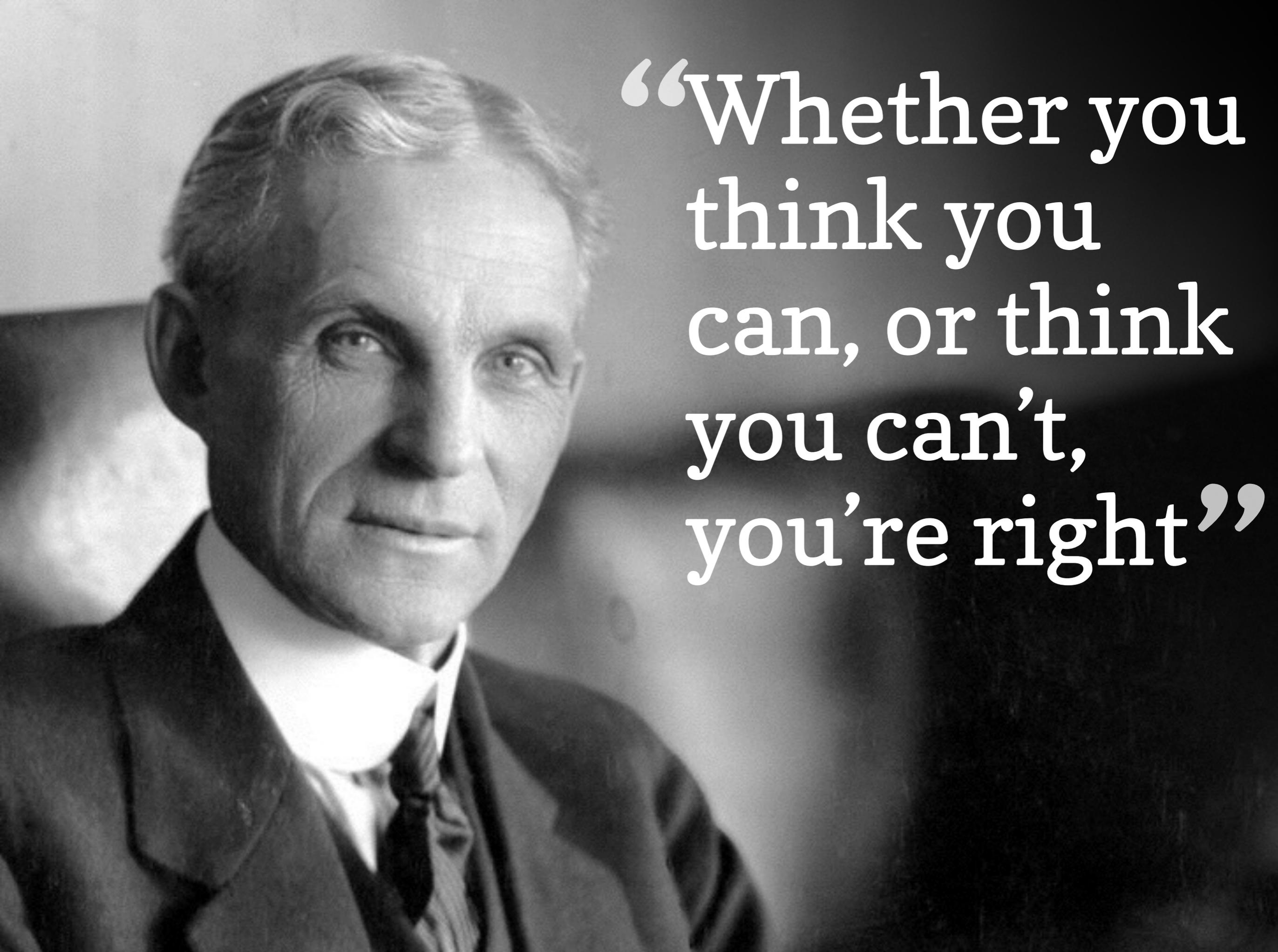
break **ROUTINE**





CREATIVITY
is inside **YOU**





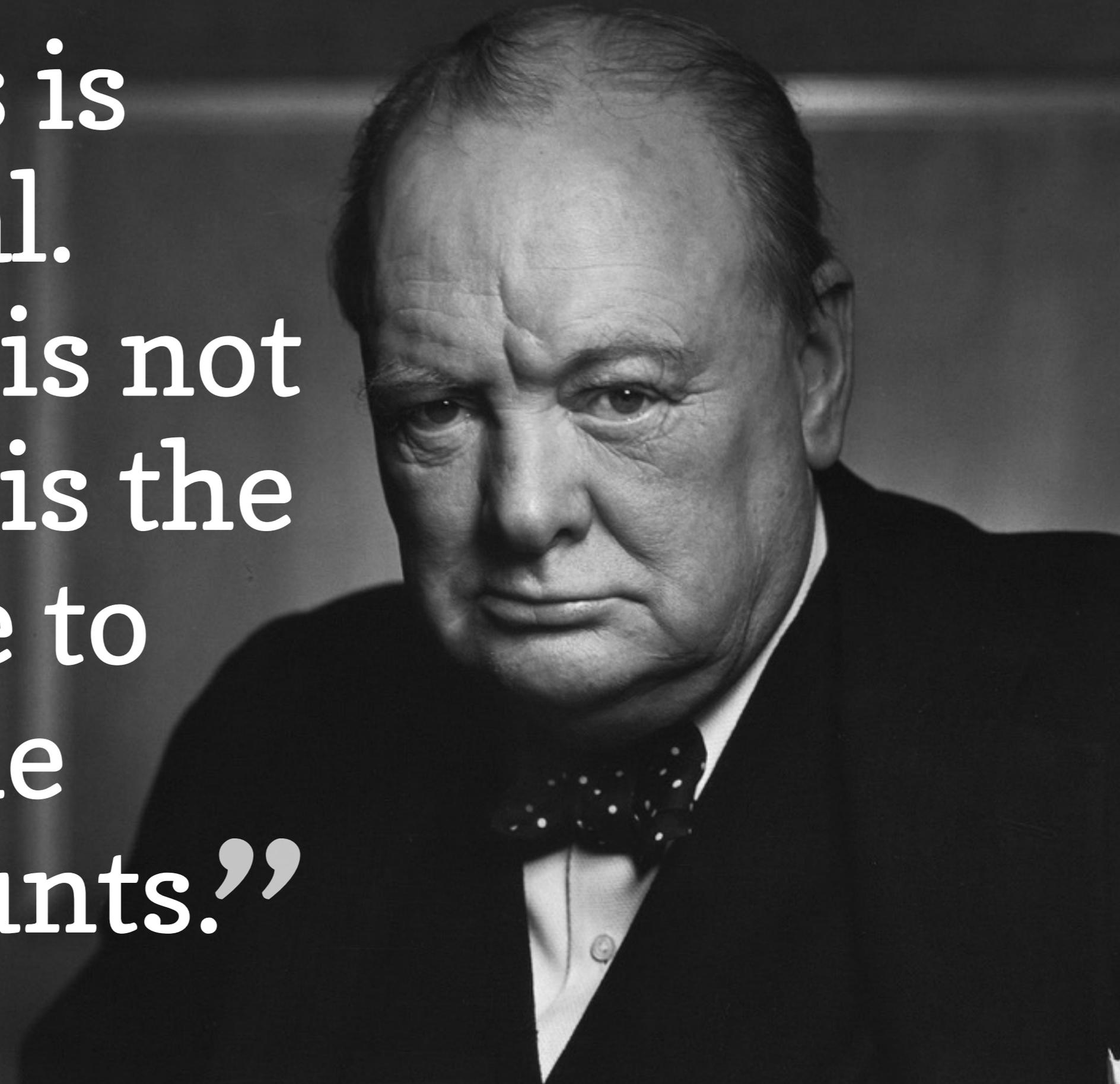
“Whether you think you can, or think you can’t, you’re right”



“I would like
the record
to reflect,
**I showed
up for
MY PART
of the job”**”



“Success is not final. Failure is not fatal. It is the courage to continue that counts.”





PROCESS of creativity

always
PLAY



what if ...

Develop 3 questions
that can't be something
likely or probable

What if buildings grew from seeds?

What if parmesan cheese fell rather
than snow?

what if ...

Get with someone and
discuss this problem
“realistically”

What if parmesan cheese fell rather than
snow?

- Parmesan cheese smells
- Parmesan cheese sticks when it melts

better than ...

Suggest a value, reason
one of the terms below
is greater than
the other

shark versus **orchestra**

loopy logo ...

Based off the logo, what
does this company do
and what is there slogan



constantly
OBSERVE







think before you throw



FACT

YOU WILL BE AWESOME
IF YOU DONATE TO
WOLF PACK N GIVE

DONATE



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Is My Message Relevant?

Try to check off at least two of the Six R's of Message Relevance with each of your messages.

-  **It's Rewarding**
The **benefits** to following through on the call to action are clear.
-  **It's Realistic**
The **barriers** to following through on the call to action are addressed.
-  **It's Real Time**
It makes sense given the **context** and what else is happening right now.
-  **It's Responsive**
They can tell we are **listening** and taking what we hear into account.
-  **It's Revealing**
We are sharing or showing something **new or interesting**.
-  **It's Refreshing**
The style and tone are **authentic** and maybe a little surprising.

This checklist works a lot better when you are clear and specific about your target audiences and your calls to action!



Nonprofit Marketing Guide.com

Lunch - Family Style - Menu:

BBQ Beef Brisket
(gluten free/dairy free)

Marinated Roasted
Vegetables
(gluten free/dairy free/vegan)

Sausage and rice stuffed
chicken legs and thighs
(gluten free/dairy free)

Zucchini Cornbread
Muffins
(gluten free/dairy free/vegetarian)

Coconut Roasted Sweet Potatoes
(gluten free/dairy free/vegan)

Pumpkin Apple Crisp
(gluten free/dairy free/vegan)

Massaged Cranberry
Pecan Kale Salad
(gluten free/dairy free/vegan)

Food prepared by: Central Carolina Culinary Institute

11:26 AM 79%
 secure.guestinternet.com
 Sheraton Greensboro

Log In Cancel

Hotel Internet Access:
 Which Internet plan would you like?

- Guest Internet Access** Free
 Free High Speed Internet for Registered Guests
- High Speed Internet** \$10
 High Speed Internet. Good for basic web browsing, and checking email.
- Premium Internet** \$19
 Premium High Speed Internet. Ideal for streaming media, and faster downloads.

Have An Access Code?
 If you have an access code, please log in below.

Log In with Code



TRAVEL-CULTURE

EAT LIKE A CHEF

BUTTERY BAKED APPLES

Phoebe Lawless

RESTAURANT **SCRATCH BAKING** LOCATION **DURHAM, NC**

Core a whole apple, and double-wrap it in foil. Place in charcoal embers or in an oven preheated to 400 degrees. While it roasts, combine butter, honey, and a pinch of salt, and mash with a fork until smooth. Remove apple from heat. When the apple is cool enough to handle, remove foil, peel away skin, and mash a large spoonful of your sweetened butter onto it. piefantasy.com

NC12 | SOUTHERNLIVING.COM | SEPTEMBER 2015

GEOR
 ATH
 Athens Farm
 Though the Peach State is fertile, its weather is unpredictable, which can lose an entire crop to late frost or too much rain. That's why the farmers at Athens Farm in their neighborhood market with their fruits and vegetables, providing added value of competition," says Kozak. "You don't see a person selling charcoal at DaySpring Farms or wheat or corn but I see crops into flour and an idea isn't lost on the growers at 3 Porch. their fruit with honey. It's a healthy frozen treat. absolutely bananas Kozak. "They cry it runs out." Open 8 a.m. to noon Saturday at Park and 4 to 7 p.m. Creature Comforts town. athensfarm.com

Grant Park Farm
 ATL
 It's not the biggest but Grant Park is focused. Its farm-to-table approach is rigorous application of market employee to ensure the product is farm-raised and Atlanta's oldest pet zoo and iconic City market active interaction with Antonio Zenere, a science PhD who are aptly named. Pasta; the folks at Doughnut, whose Mister doughnut for it—Gruyère at

SOUTHERNL

HOT SHOT Kills in 24 Hrs
 USE INDOORS & OUTDOORS

ULTRA Liquid Ant Bait

Kills The Queen & Colony!
 No Drips - No Spills
 Advanced Liquid Bait Technology
 Contains both food & water. Ants feed the bait first, so they die first.

CAUTION: Do Not Allow Children or Pets to Play with the Bait Stations. Do not use in areas where children or pets play. Do not use in areas where food is prepared or served.

PRECAUCIÓN: No permita que los niños o las mascotas jueguen con los trampas con cebo.

CONTAINS 4 BAIT STATIONS
 TOTAL NET CONTENTS 1.8 FL OZ (52 mL)

FLOATS
 MILK SHAKES
 SUNDAES
 SODAS
 MALTS

SHERBET
 RAINBOW SHERBET
 ORANGE SHERBET

LOW FAT YOGURT
 DOUBLE CHOCOLATE
 Low Fat / No Sugar Added Ice Cream
 TCASTEL / ALMOND

S & T's SODA SHOPPE
 ICE CREAM
 BUTTER PECAN
 VANILLA FUDGE SUNDAE
 MINT CHOCOLATE CHIP
 COOKIES N' CREAM
 COFFEE
 ROCKY ROAD
 CHOC. CHIP COOKIE DOUGH
 BUBBLE GUM
 PEANUT BUTTERCUP
 PRALINE PECAN
 CHERRY VANILLA
 BIRTHDAY CAKE
 GANACHE FUDGING

FRESH STRAWBERRY
 CHOCOLATE
 PREMIUM VANILLA BEAN
 BLACK WALNUT
 STRAWBERRY CHEESECAKE
 MOOSE TRACKS
 BLACK CHERRY
 ORANGE PINEAPPLE
 RAINBOW VANILLA
 NUTTY COCONUT
 DEATH BY CHOCOLATE
 COTTON CANDY
 Peaches + Cream

Bond Brothers

BEER COMPANY

Beer List

Charrue Unfiltered Farmhouse Saison
6.5%
16oz \$5.00 10oz \$3.00

Local IPA with Citra and Mosaic
6.9%
16oz \$5.00 10oz \$3.00

Announcement Unfiltered Triticale
Saison 5%
16oz \$5.00 10oz \$3.00

Tempo Session IPA 4.8%
16oz \$5.00 10oz \$3.00

Blonde Roast Imperial Blonde Ale with
lactose, vanilla, and coffee
10.0%
16oz \$6.00 10oz \$4.00

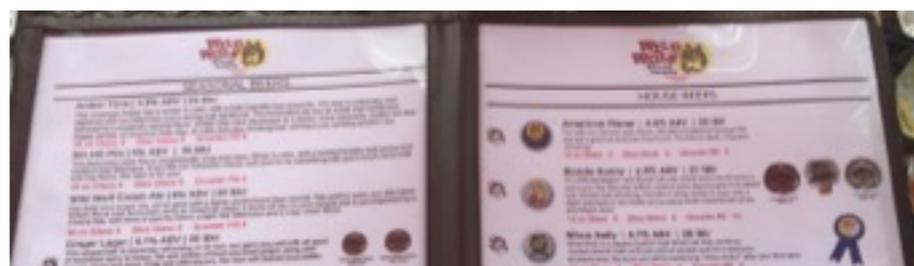
Cary Gold Cream Ale 5.2%
16oz \$5.00 10oz \$3.00

Bradford's Ordinary Olde Style Amber
4.8%
16oz \$5.00 10oz \$3.00

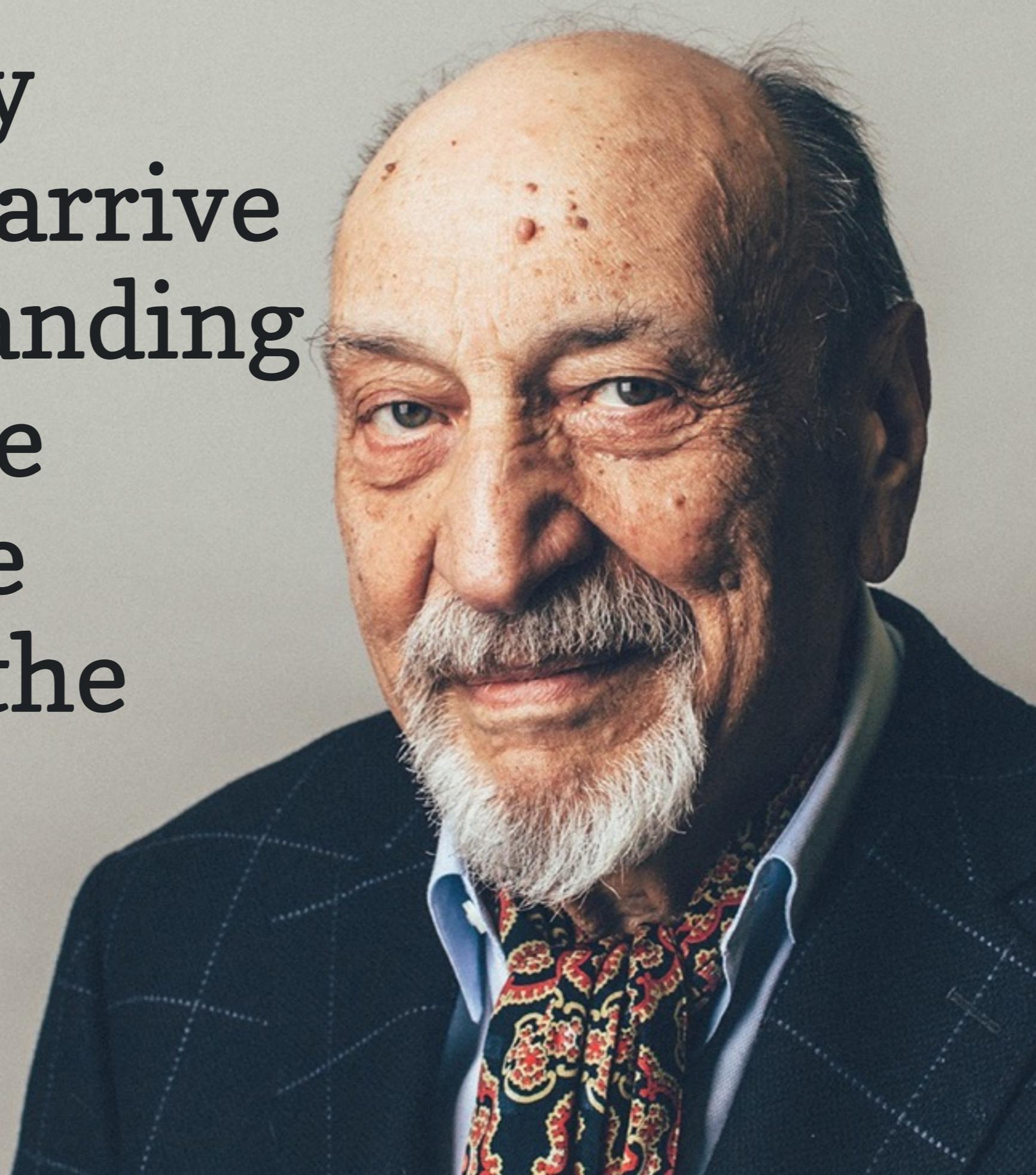
Local IPA with Topaz and Amarillo
6.9%
16oz \$5.00 10oz \$3.00

Bitter Enemy American-Belgo Double IPA 8.2%
16oz \$6.00 10oz \$4.00

Belgo American Brown Ale 6.0%



“The path by which you arrive at understanding is the whole point of the game, not the arrival.”





the basic
STEPS



form a
QUESTION



RESEARCH



END

stop

RESEARCHING

GESTATION





EUREKA
moment



make the
SOLUTION

TESTING and CRITICISM







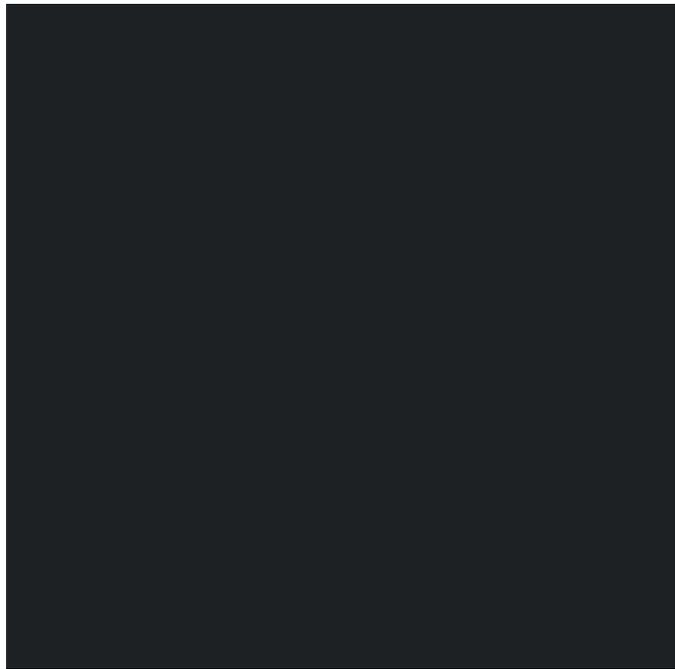
MORGAN STEELE

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msteele@ccccc.edu

mrmorgansteele.com

/2016PRIMA



1e2124



97ba1e



8bc7ea



WD-40

TRIGGER PRO

NON-AEROSOL

- Stops Squeaks
- Removes & Protects
- Loosens Rusted Parts
- Frees Sticky Mechanisms
- Drives Out Moisture

NET CONTENTS 26 FL. OZ./750 ml

WD-40

Industrial

- Stops Squeaks
- Removes & Protects
- Loosens Rusted Parts
- Frees Sticky Mechanisms
- Drives Out Moisture

NET WEIGHT 16 OZ./450 g

WD-40

MULTI-USE PRODUCT

- Stops Squeaks
- Removes & Protects
- Loosens Rusted Parts
- Frees Sticky Mechanisms
- Drives Out Moisture

DANGER: HARMFUL OR IRRITANT IF SWALLOWED. COMBUSTIBLE. KEEP OUT OF REACH OF CHILDREN. SEE OTHER LABELS ON BACK.

1 GALLON/3.785 LITERS

WD-40

2 WAYS

- Stops Squeaks
- Removes & Protects
- Loosens Rusted Parts
- Frees Sticky Mechanisms
- Drives Out Moisture

NET WEIGHT 12 OZ./340 g

WD-40

EZ-REACH

KEEPS ITS SHAPE
SETS INTO
HARD-TO-REACH
SPACES

NET WEIGHT 11.4 OZ./325 g

WD-40

BIG BLAST

COVERS LARGE AREAS FAST

- Stops Squeaks
- Removes & Protects
- Loosens Rusted Parts
- Frees Sticky Mechanisms
- Drives Out Moisture

NET WEIGHT 18 OZ./510 g