

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**



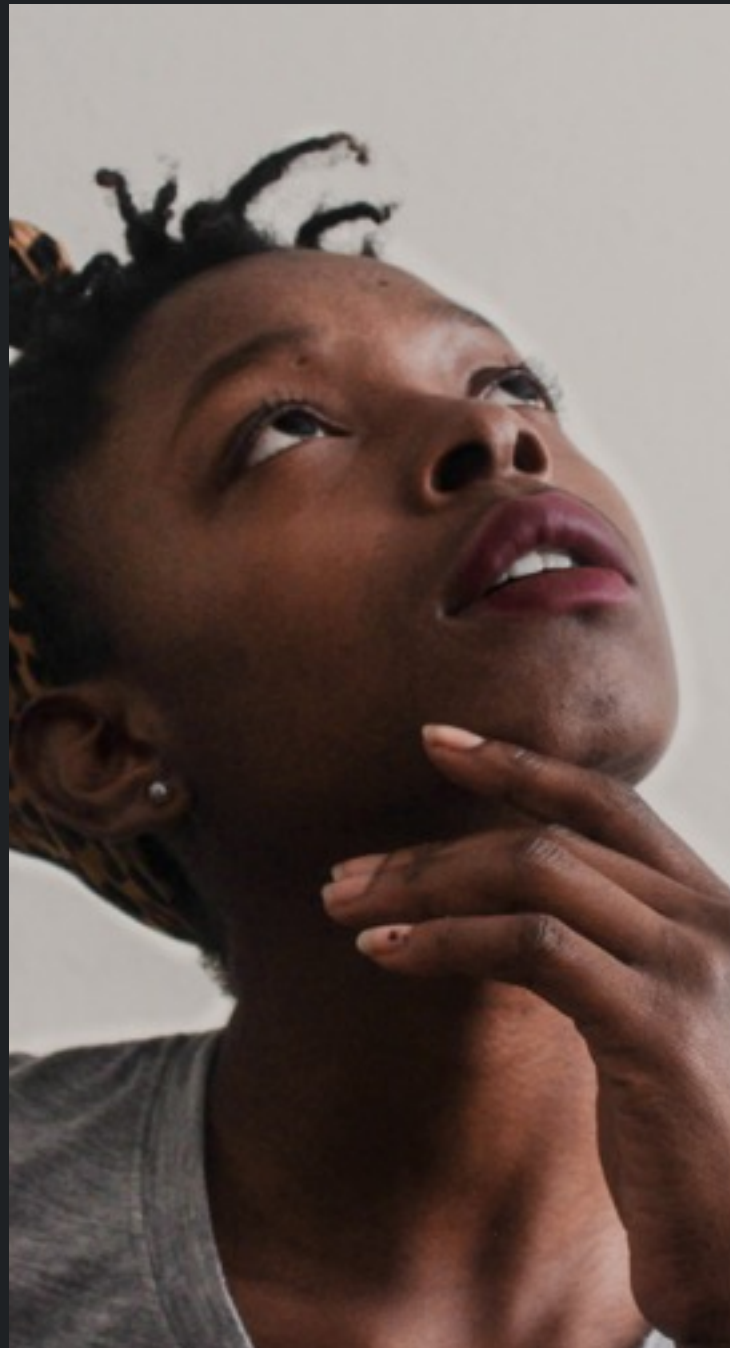
98% amongst
5 year olds

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

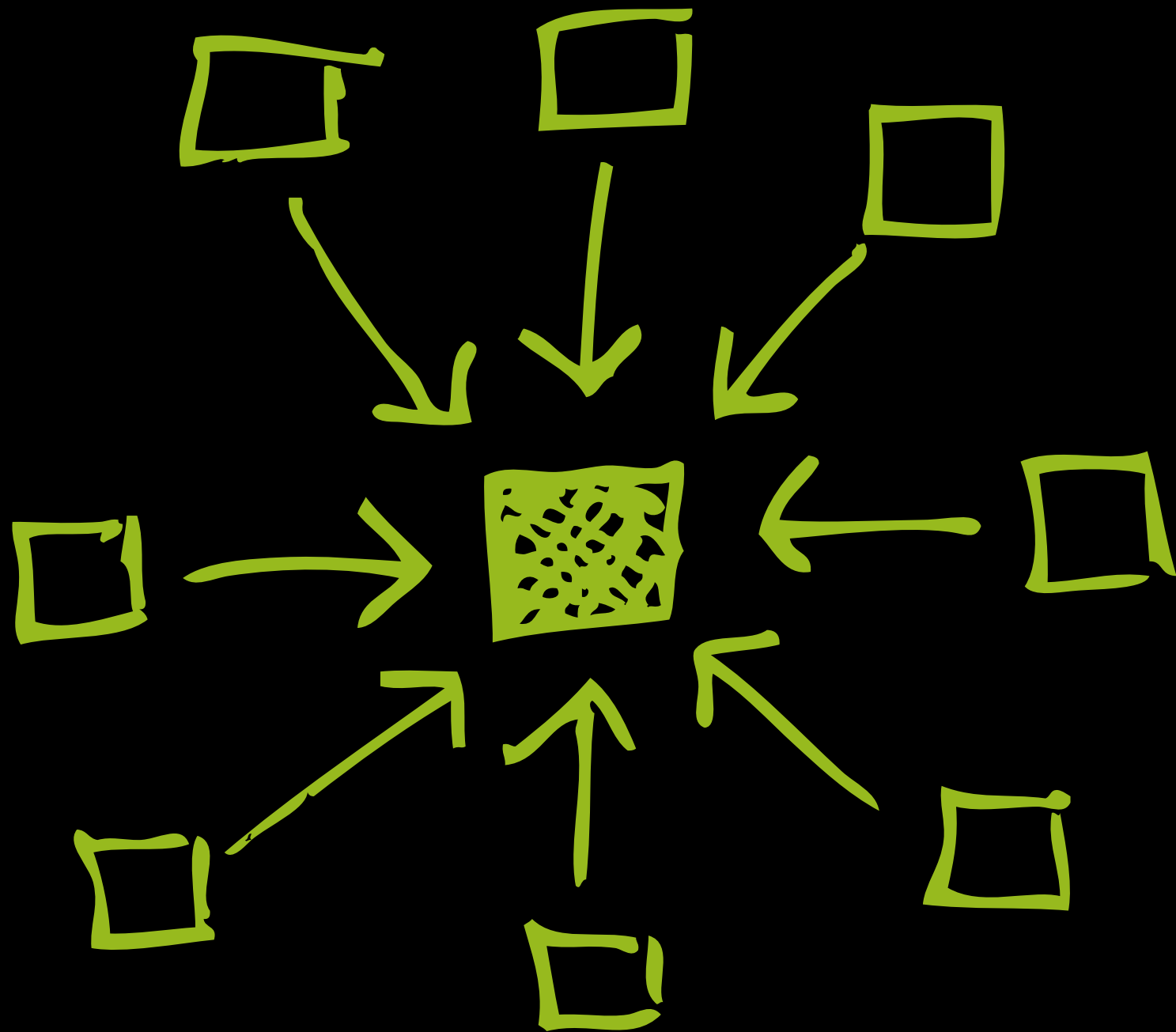
A Black woman is shown from the chest up, looking upwards and to the right with a thoughtful expression. Her hand is resting on her chin. She is wearing a grey t-shirt and a leopard-print headwrap. The background is a plain, light-colored wall.

types of **THINKING**

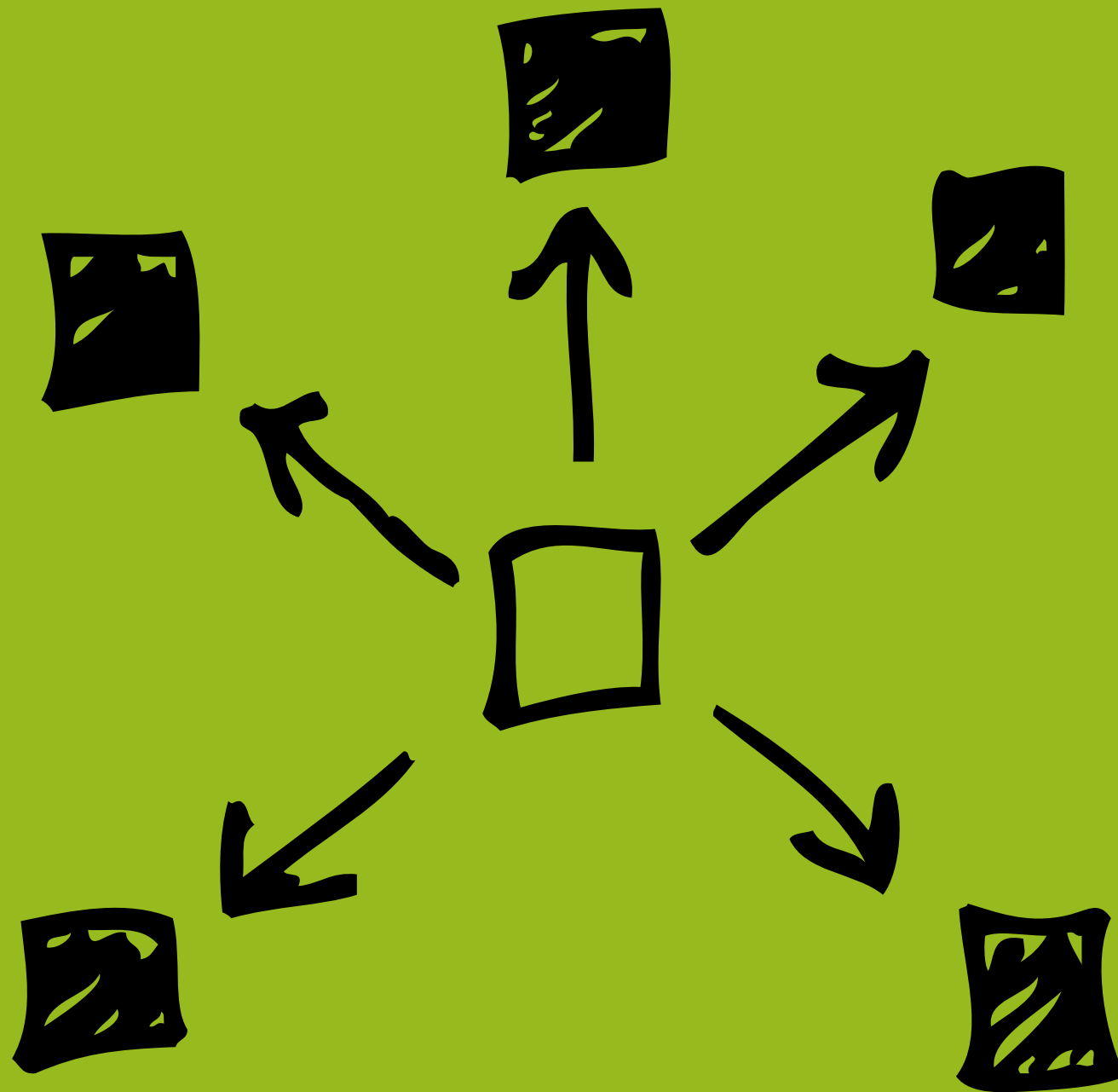
CONVERGENT

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

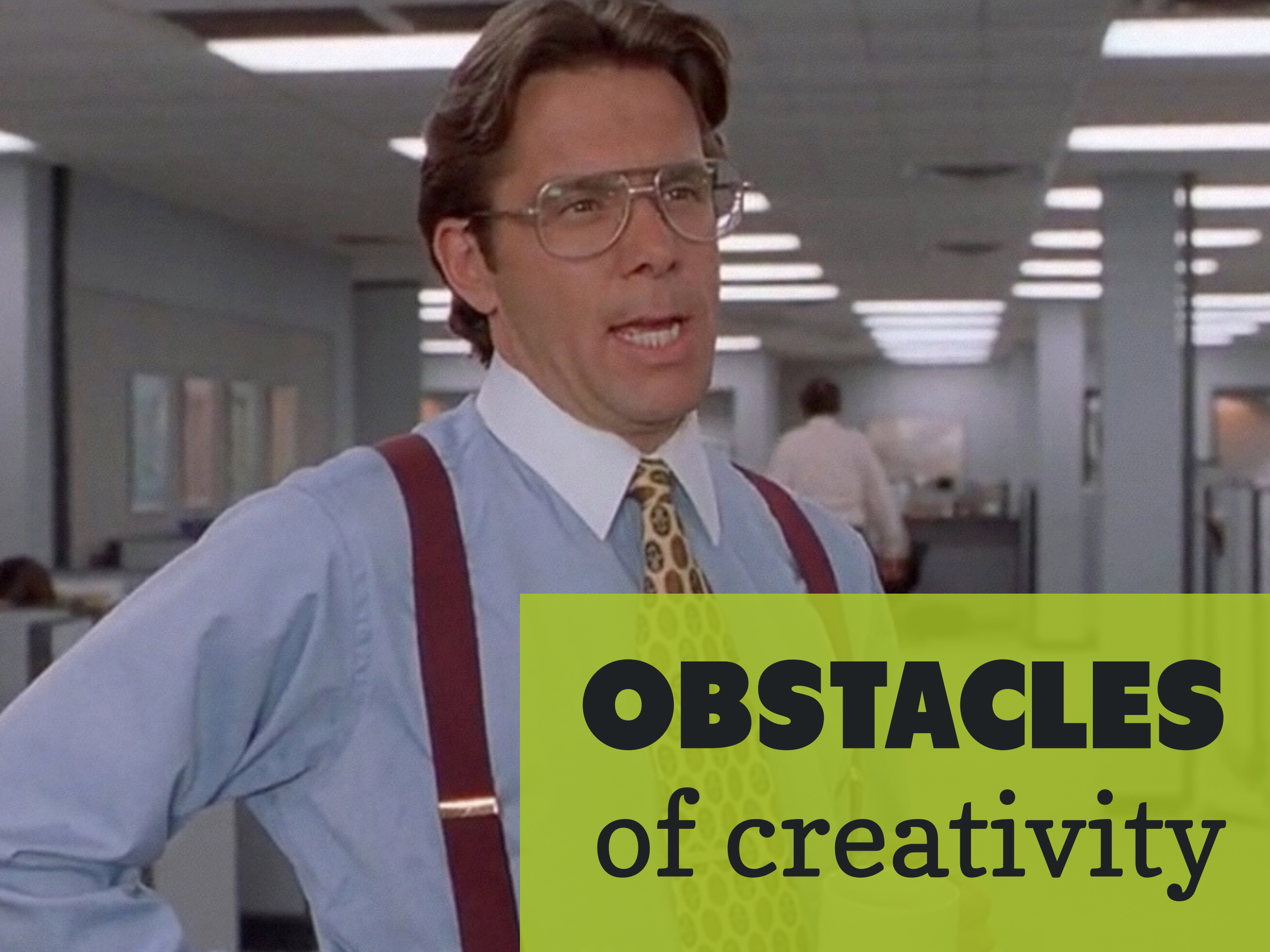
Find the three best replacement vehicles for my car.

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)





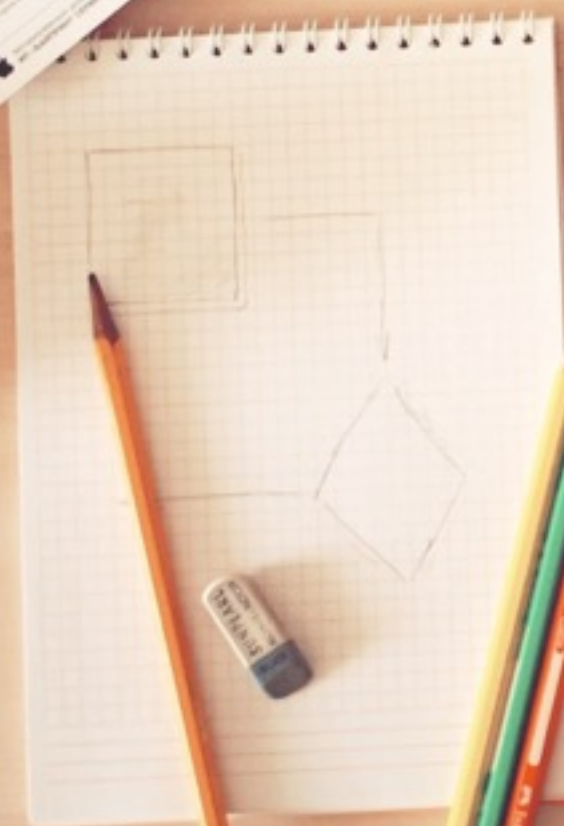


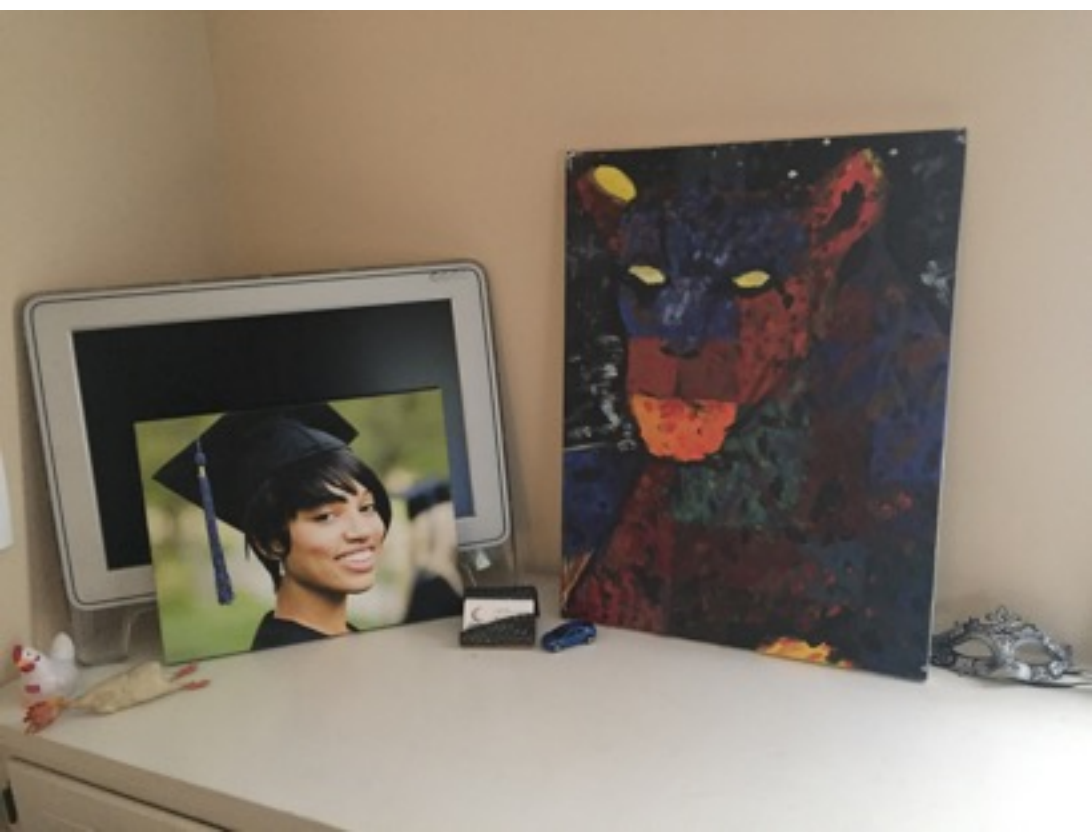
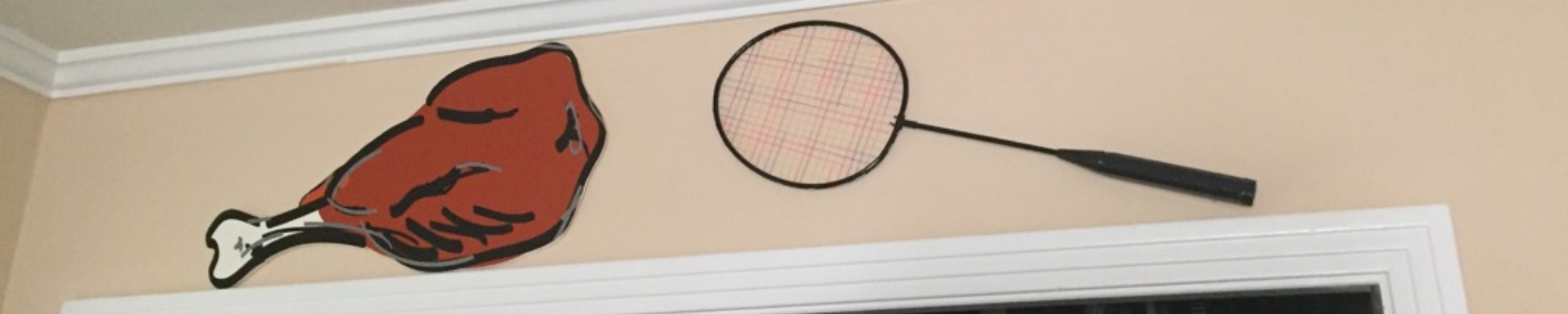
PROTECT
your **TIME**

BUILD *your* **ENVIROMENT**















in your book

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

break
ROUTINE

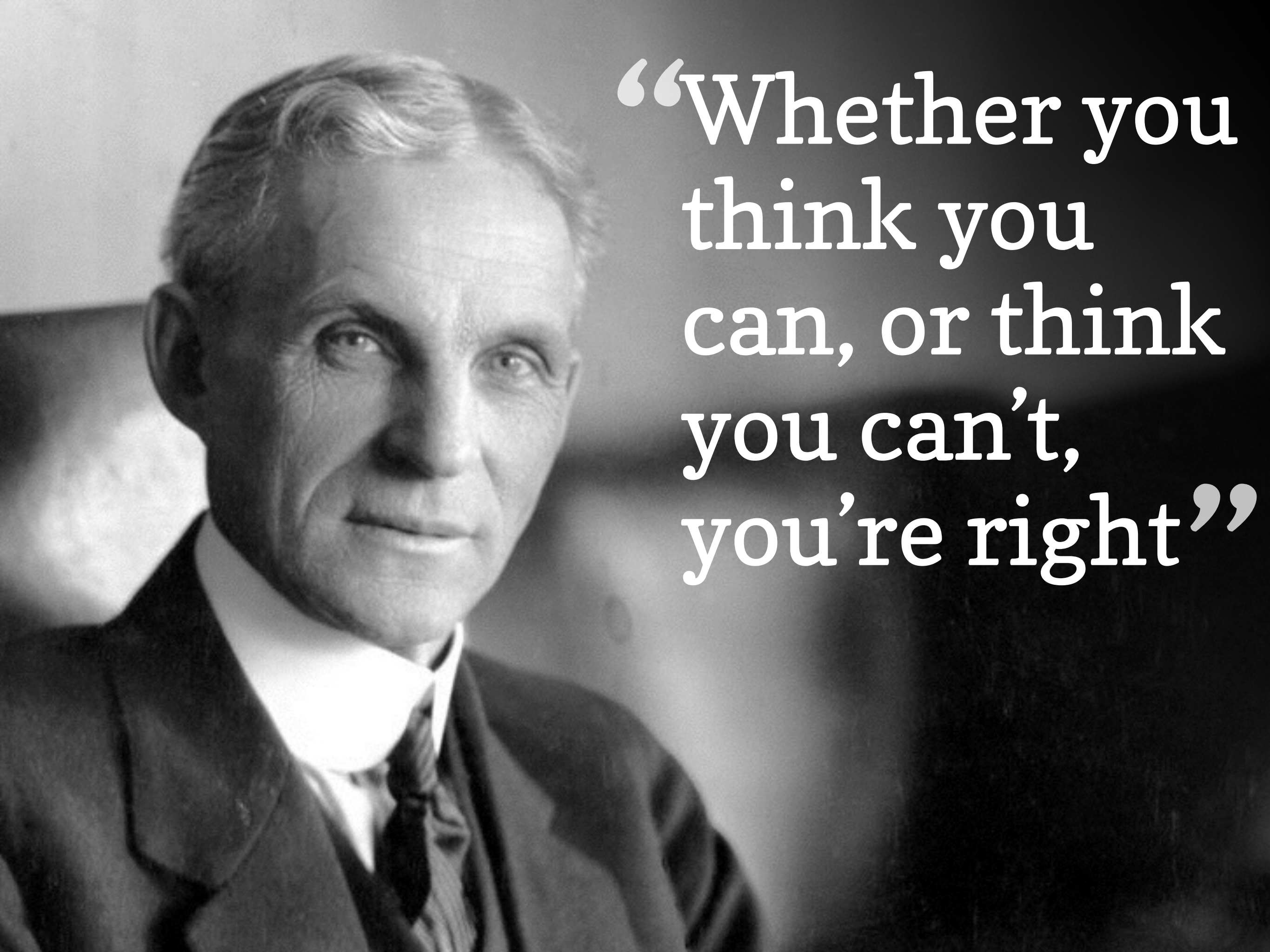






CREATIVITY
is inside **YOU**





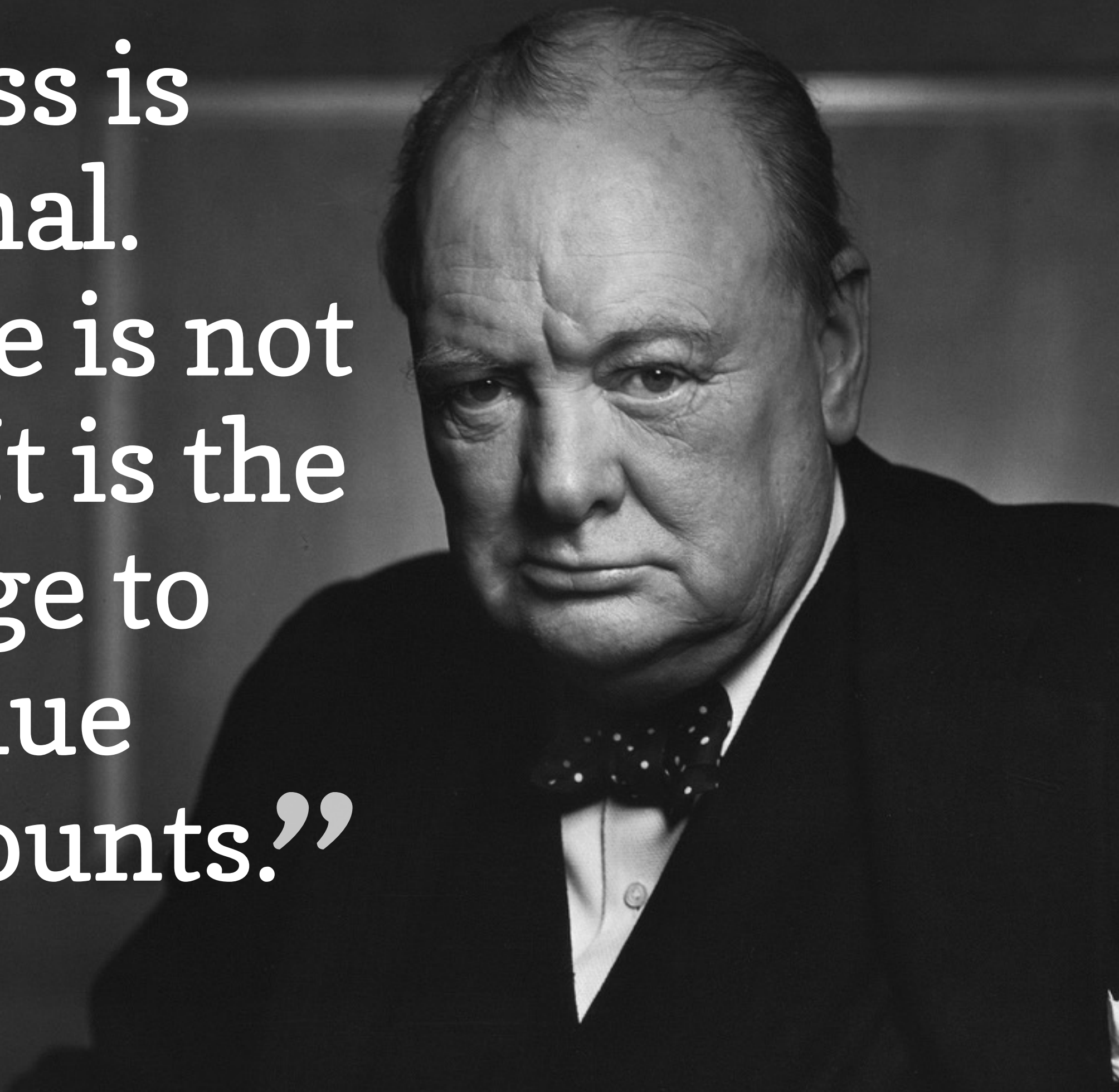
“Whether you think you can, or think you can’t, you’re right”



“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



NC STATE UNIVERSITY WASTE REDUCTION & RECYCLING | 919.515.9421 | RECYCLING@NCSTATE.EDU | RECYCLING@NCSTATE.EDU

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

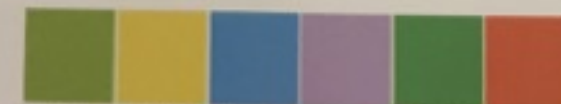
We are sharing or showing something
new or interesting.

☐

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)

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

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

Food prepared by: Central Carolina Culinary Institute

11:26 AM 79%
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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

Phoebe Lawless
BUTTERY BAKED APPLES

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

GEORGIA
Athens Farm
ATHENS

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 market 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. They're their fruit with honey, a healthy frozen honey absolutely bananas," Kozak. "They cry it runs out." Open 8 a.m. to noon Saturday and 4 to 7 p.m. Creature Comforts town. athensfarm.com

Grant Park Farm
ATLANTA

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

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

CONTAINS 4 0.45 FL OZ (13.3 mL) BAIT STATIONS
TOTAL NET CONTENTS 1.8 FL OZ (52.2 mL)

CAUTION: Do not use in or around children's play areas. Do not use in or around pets. Do not use in or around food preparation areas. Do not use in or around food storage areas. Do not use in or around food service areas. Do not use in or around food processing areas. Do not use in or around food distribution areas. Do not use in or around food retail areas. Do not use in or around food service areas. Do not use in or around food processing areas. Do not use in or around food distribution areas. Do not use in or around food retail areas.

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

FLOATS	S & T's SODA SHOPPE	FRESH STRAWBERRY
MILK SHAKES	ICE CREAM	CHOCOLATE
SUNDAES	BUTTER PECAN	PREMIUM VANILLA BEAN
SODAS	VANILLA FUDGE SUNDAE	BLACK WALNUT
MILKS	MINT CHOCOLATE CHIP	STRAWBERRY CHEESECAKE
	COOKIES N' CREAM	MOOSE TRACKS
	COFFEE	BLACK CHERRY
SHERBET	ROCKY ROAD	ORANGE PINEAPPLE
RAINBOW SHERBET	CHOC. CHIP COOKIE DOUGH	RAINBOW VANILLA
ORANGE SHERBET	BUBBLE GUM	NUTTY COCONUT
	PEANUT BUTTERCUP	DEATH BY CHOCOLATE
LOW FAT YOGURT	PRALINE PECAN	COTTON CANDY
DOUBLE CHOCOLATE	CHERRY VANILLA	
Low Fat/No Sugar Added Ice Cream	BIRTHDAY CAKE	
TEACAKE / ALMOND	SAVANNAH FUDGING	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

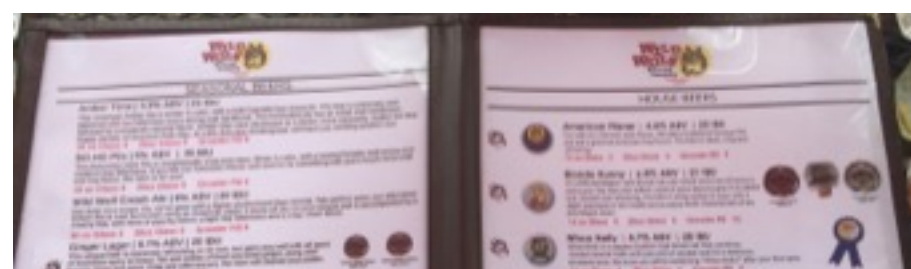
Local IPA with Topaz and Amarillo
6.9%

16oz \$5.00 10oz \$3.00

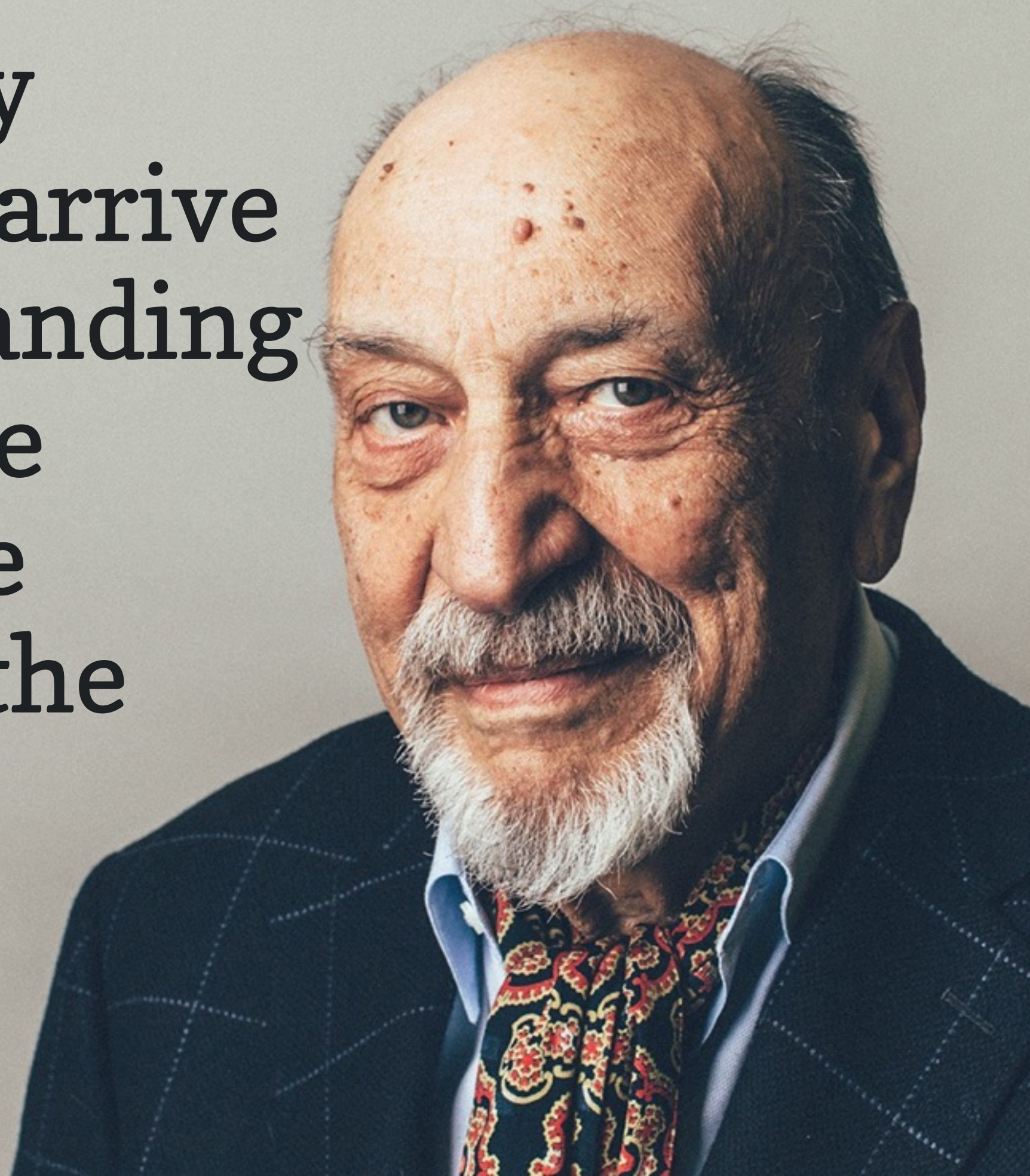
Bitter Enemy American-Belgo Double IPA 8.2%

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





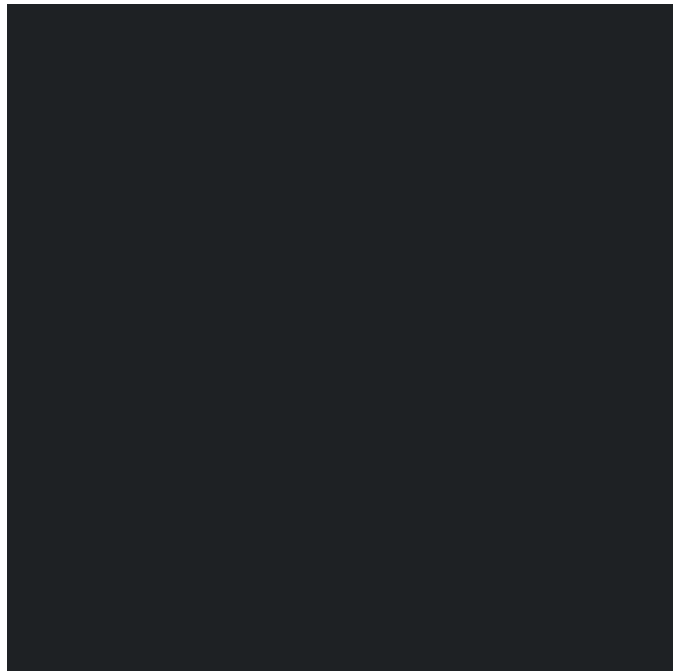


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