



It's Not What You Think: Creativity@Work Exercise

By Karen Sieczka

When is a brick not really a brick?

You can build things with a brick but what else can you do with it? You might be surprised the other ways this simple item can be used. Start your next meeting and pose this question:

In 2 Minutes: How many unusual uses can you think of for one brick?

Move from ordinary thinking to extraordinary thinking.

1. Doorstop (*I'll give you the first one to help you get the ideas started!*)

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

Try this exercise with other common objects: pen, blanket, bowl, etc.

Stuck for ideas on how to improve, re-purpose, or change a product or service? Use the same line of thinking! ASK: What are other unusual ways can we use **(Insert your product or service name here)**?

Need more training ideas, visit www.GrowingGreatIdeas.com!

*Remember that valuable possessions multiply when shared.
Your mind begins to grow as you share it. –William H. Danforth*

**Who needs more ideas? We ALL do!
Unleash Creativity@Work and get more ideas...**

- ✓ IDEAS=IMPROVED PROCESSES
- ✓ IDEAS=BETTER SERVICE
- ✓ IDEAS=HAPPIER STAFF & CLIENTS
- ✓ IDEAS=NEW USES FOR EXISTING PRODUCTS
- ✓ IDEAS=SOLUTIONS
- ✓ IDEAS=\$\$\$

**Where do you get more ideas? ...
Read, train, and think to get more ideas!**



READ:

Creativity Workout by Edward De Bono
Caffeine for the Creative Mind by Mumaw and Oldfield
How to Get Ideas by Jack Foster
Zing by Sam Harrison
The Courage to Create by Rollo May
Thinkertoys by Michael Michalko
It's Not How Good You Are, It's How Good You Want to Be by Paul Arden
The Big Moo by Seth Godin
Growing Great Ideas: Unleashing Creativity at Work by Karen Sieczka
Add your own Creativity@Work favorites to the list.

TRAIN:

Schedule a customized Creativity@Work Training for your organization. Yes, staff can train to be more creative and idea-oriented at work. Learn ways to be more innovative, improve processes, become more productive, and most importantly, bring new IDEAS to the table.

For more information, email Karen S. Sieczka, founder@growinggreatideas.com or call 404-219-8246.

THINK:

Try simple "Idea" exercises. Do a Google search and find some activities to get ideas flowing. Borrow some of the exercises in the books listed above. Make up some of your own, too. Remember to have fun!