



“Kick-Starting Your Creativity Without Screwing Up the Idea” American Advertising Federation – Central Texas - November 12, 2010

** TOP TIPS **

- Creativity needs to be synonymous with “FUN!”
- Idea Tub - can be a physical place or thing and/or an electronic file. It’s a compilation of all ideas ever submitted since you started keeping track, but organized as to be readily accessible.
- Don’t let the execution bury the idea. Your message will be diluted and possibly even confusing if the creative is too cute, too complex or just plain dumb. Think napkin, not computer.
- Realize your own sense of creativity by challenging your imagination and stimulate thoughts to lead yourself to a new level of solution.
- The idea, for best results, should be media and discipline neutral. Otherwise, you limit yourself.
- Focus on how you’re going to make the idea work and be relevant. But, never fall in love with it.
- Don’t ever underestimate the power of the mind or your imagination. Don’t ever be afraid to ask, “Why, Why not or What if . . .?”.
- Ye Olde Creativity Survival Kit -- Any sort of container in which you place whatever makes you FEEL creative and THINK creatively. In this industry, silly is sometimes serious business.
- Thinking at Warp Speed – Generating ideas at breakneck speed is a great way to capture ideas on Post-it Notes (one per note) in answering a specific question to solve a problem. Remember Giant Post-its for your "idea wall" which can foster brainstorming and open-door policy idea addition.
- Drill Down Technique – Discovering THE idea. In this unusual method choose your five best ideas and ELIMINATE THEM, choose five more and ELIMINATE THEM. The last idea Post-it may or may not be the best, but it's one to which you normally would not have paid much attention. Go play.
- As ideas are developed, make sure their essence is refined. Make sure your ideas are clear and you can explain their basic value in about 20 seconds. Remember the 8-year old.
- Don’t manage creativity; manage for creativity. Provide an environment that is open and receptive to new ideas, and that builds failure into the process. Acknowledge error or failure in a constructive and supportive way. Consider adopting a "suckless mentality."