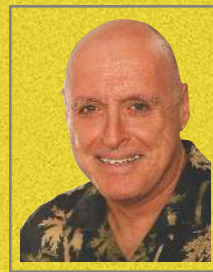


THE EXTRA POINT

BY JERRY ROBERTS



899 Simple Ways to Add to Creativity

Did you ever want to be more creative? Do you secretly envy people who can seemingly come up with new ideas all the time? Would you like to be able to do that? Maybe I can help you, next, on The Extra Point.

There's no doubt about it, the ability to come up with ideas is a big advantage in the world of work. If you've already got that talent, many of our Australian friends would say, "Good on ya, mate!"

For the rest of us, we may have to work a little to develop it. Let me offer a few ideas.

In his book *Atomic Habits: Tiny Changes, Remarkable Results*, James Clear makes the case for small daily actions that contribute to success in life. These daily actions, or habits, allow us to systematically pursue and achieve goals and objectives.

These habits, these tiny changes, are things we may not even place much focus on. We just do them. There's a connection to creativity in here.

I saw an article in Forbes magazine that described a few small habits we can use to become more creative. I'll mention those, and then add a few that may surprise you.

1. Meditate. Just a few minutes of daily meditation or prayer clears out much of the "chatter" from our brain, allows us to reset, and opens us up to new thoughts.

2. Exercise. There is science that proves exercise has a number of health-related benefits. Enhanced creativity is one of them.

I've known many runners and walkers who claim to solve problems, make decisions, come up with new ideas for products, develop advertising campaigns, and much more, while they are engaged in walking or running

outside, or doing treadmill work inside — even just walking in place.

They claimed the ideas flowed. These exercise sessions took on added value because of their thought-producing results.

3. Tracking ideas. Writing ideas in a notebook, or using a phone to make notes, can give a big assist to successfully developing ideas. It does something else, it is visual proof of our ability to generate creative thoughts. That reminds us we can do it, and gives us confidence to do more.

Let me give you a couple more that have worked for me. One is doing mundane tasks like folding clothes, washing dishes, or sweeping and mopping floors.

I've come up with numerous ideas over the years over a sink full of dishes. When I was in college and working full-time for my first mentor, Big Ed, it was the sweeping and mopping in the fleet vehicle operation. It was a big garage with three bays, and the first thing was to sweep everything off the floor.

Then, I'd follow up and mop the whole area. There's a rhythm to doing those things, but you don't really have to focus on them. The body just takes over. The mind is free to do other things, such as coming up with ideas.

The last thing I'll mention today is having ideas flow just standing in the shower. As the water bounces off of you, the feel and the sound of that form a pattern, and the mind can drift. Ideas can flow.

If you think these things will work for you, the good news is you don't need any special skills for any of it. Exercise, do simple tasks, take a shower.

(Con't.)

I'd be interested to know what you do to be more creative. Do you have any tips you can offer? What gets your juices and ideas flowing?

That's The Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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