Sparking Creativity and Innovation

A few weeks ago, my wife and I found ourselves in need of a new vehicle after our previous one died on us unexpectedly. We immediately started our research online in hopes of purchasing a well kept, used Prius (a vehicle we had hoped to purchase one day given the current gas prices!). After visiting numerous sites and speaking with friends who had purchased Prius' in the past, all we could think about was the Prius. We soon became really familiar with all its features, pricing models, customer reviews, and even warranty options. Whenever we were out, we saw countless people driving one. It was as if Toyota had secretly planted Prius' all over our city in order to convince us of our need to purchase. Needless to say, the Prius was on our minds.

I think that sparking creative ideas works in an analogous fashion. Just as we anticipated to see the Prius around town, creative ideas become visible if we choose to look for them.

It's not so much that we work extra hard to develop a process that births creativity. Rather, it's more important that we **posture ourselves to carry a mindset that welcomes and looks for creative and innovative thoughts**. As Louis Pasteur once said, "Chance favors (only) the prepared mind."

Unfortunately, many have given up on the notion that they are creative or innovative. They choose not to see the great ideas that swirl around them in their environment. They lose out because they turn a blind eye to opportunity.

Do You See What I See?

- Take a moment this week to pause and look around you. Are there things that can help trigger creative or innovate thoughts about the things you're working on?
- Invite yourself into new, unexpected environments to explore how others unlike you think about the world. Seemingly unrelated concepts often need to clash to spark creativity and innovation.
- Breathe and write down "random" things that come to mind when you consider your ideas. Overtime, you'll discover some interesting connections.
- Watch a film or listen to music outside of what you're use to. Take some notes on what you like and dislike about what you're experiencing. Explain why you feel the way you do.
- Look at Pinterest (yes, Pinterest) boards on design and creativity. It's a fun, simple way of visually exploring thoughts.

Creative innovation is all around us. **Do you see it?**

Read more from Charles [here](#).