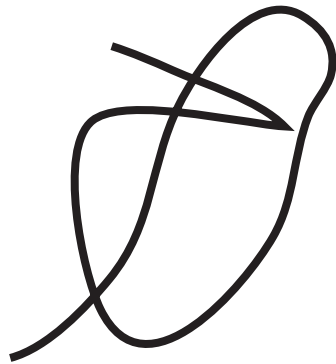


IT IS COMMONPLACE TO WONDER HOW SOME CAN BE BLESSED WITH SEEMINGLY ENDLESS CREATIVE OUTPUT, HOW SOME MANAGE TO GENERATE IDEAS WITH LITTLE EFFORT, AS IF THE GODS OF CREATIVITY HAVE SOMEHOW BESTOWED UPON THEM A DIVINE GIFT. BUT WHAT IF I TOLD YOU CREATIVITY ISN'T WHAT YOU THINK, THAT ITS NOT A MYSTERIOUS MOMENT THAT STRIKES SUDDENLY & SHARPLY. WHAT IF I TOLD YOU CREATIVITY ISN'T A RARE TALENT BUT RATHER A PRACTICAL SKILL. WHAT IF I TOLD YOU THAT CREATIVITY COULD BE TAUGHT, THAT IT CAN BE TRAINED. WHAT IF I TOLD YOU THAT CREATIVITY ISN'T A MOMENT:

CREATIVITY IS A HABIT

WHAT WILL YOU DO NOW THAT YOU KNOW?

EXERCISE1



EXERCISE2

IN-HOUSE INSPIRATION: HOW TO GENERATE IDEAS IN GREATER QUANTITY & QUALITY

STEFAN MUMAW

CREATIVESTRETCHING.COM