

NICCOLO MARKETING

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How To Be Creative

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'If we knew what
it was we were
doing, it would
not be called
research, would
it?'

Albert Einstein



FAMOUS CREATIVITY STUDY

In the 1970s at the University of Berkley, Donald McKinnon created an experiment to determine creativity.

His task for the architects was to write down everything they have done in a day. Every part of their day was noted.

From the results, there were 2 things that separated the two sets of architects.

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WHAT WERE THE FINDINGS?

Firstly, the main difference was that the creative architects knew how to be playful. They were more curious, constantly trying things out and playing with ideas.

Secondly, they took longer to make up their mind. This is surprising, with creative people usually be recognised for taking decisive actions.

The creative architects had decisiveness, but it was at the right time. Not rushed, not straight away. Why was this?

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When decisions need to be made makes all the difference. The creative architects would wait until the deadline to make decisions, allowing time to absorb the information available, play with ideas and come up with different solutions.

The standard architects would be less creative, making decisions quickly without allowing ideas to flow.

You don't solve decisions or make breakthroughs just by logic. Lots of logical people aren't creative because they don't like to play. They aren't curious and don't like to play around with different solutions.

LOSE THE DISTRACTIONS

Don't let people disrupt you. No phones, no people distracting you. Just you and your mind. This is the time you will be most creative. Thoughts will come and go, allow this to happen.

SET TIME RESTRICTIONS

Secondly, time is important. Having a specific, rigid start and end time can be crucial when being creative. This creates your own space to play and be curious.

Like the Buddha says, the cloudy glass will become clear. The worries will begin to settle and then the mind will flow. Don't worry about thoughts not coming immediately. Some days they will clear, some days they won't.