

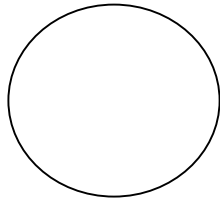
## EXERCISES FOR ENHANCING CREATIVITY

Are you going to think for the future, or repeat the past? If you want to think for the future you need to think “outside the box.” Try these exercises to stimulate people’s creative juices.

### CUT THE PIE

Objective: To get at the assumptions that inhibit our creativity.

Directions: Cut a pie into 8 pieces using 3 or fewer cuts. (See the back for possible solutions.)

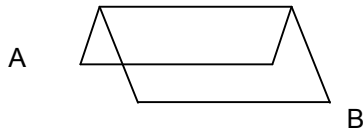


Discuss: Did people make assumptions about what their pieces needed to look like – that they needed to look at certain way, be equal in size, or be cut with a regular knife? How many different answers did the group come up with?

### THE LONGER LINE

Objective: To demonstrate that we all see the world a little differently.

Directions: Briefly, show the following image. Ask people to indicate whether line A or B is longer.



Discuss: While both lines are exactly the same length, people perceive them differently, then act on those perceptions. (The key here is which line people see “in front.”) While this situation can create problems, it is also beneficial as seen in the old adage, “two heads are better than one.” Also, with the flash of an “a-ha” experience we can see the world from another’s perception.

### NEW USES FOR OLD OBJECTS

Objective: To think outside the box.

Directions: Think of as many uses as you can for each of the following new product ideas.

- Glass bowling ball
- Cement pillow
- One-foot long mop handle

Discuss: Seemingly-crazy ideas often lead to the most valuable innovations. It’s important not to dismiss ideas out of hand. Rather, we should look to how we can make something work.

Adapted from: VanGundy, Arthur B. (1992) *Idea Power: Techniques & Resources to Unleash the Creativity in Your Organization*. New York: AMACOM.