CREATIVITY

1. **Unusual analogy**

It is a strategy to generate new ideas through analogies, that is, to find a simile between two alien and distant situations or systems. Steps:

1. Choose two very different objects, concepts or products. One familiar in your life or profession and another little known one.
2. Write everything you know or remember about product 1 as a whirlwind of ideas and write next to each idea what it suggests of the other product 2.
3. Do the same but in reverse. That is, write everything you can think of about product 2 and next to it what you suggest about product 1.
4. Underline what is most attractive, surprising or brilliant about the ideas you have written.
5. Now design a third product with most interesting ingredients of objects 1 and 2. Draw it.
6. Transform object 1 step by step into object 2 and vice versa. Think about the problems and difficulties of this metamorphosis
7. Express everything you have thought and felt in this analogy.
8. **Ideart**

It is a technique for generating ideas (within the scope of provocative thinking) that uses visual stimuli, usually paintings.

In the face of a specific creative focus, an image that can generate analogies and associations is intuitively chosen. In the first place (whether the technique is used individually or as a team) it is about describing the picture and “playing” with the concepts that can be derived from it (building stories, detecting hidden aspects, making fables, making comparisons, etc.). ). Subsequently, and as a fundamental step in the technique, it will try to "force" connections between the creative focus and the picture. At that moment the analogical capacity of the users of the technique plays a very important role, who must use phrases and creative movements of the type:

* This is similar to our problem in that ...
* This aspect of the picture or drawing is related to ...
* And if we did how ...
* Our new product is like… because…

An example

A group of product managers is ready to find ideas for a new summer ice cream, which generates a strong demand. The director of the session uses the painting "Le viol", by the Belgian painter René Magritte.



These could be some of the ideas generated through the visualization of the painting. It must be taken into account that they would be ideas launched on the flight quickly, and that it would be necessary to polish and specify them.

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| Eyes, nose and mouth become a woman's body | Ice cream that simulates a woman's body |
| Hair seems to have a lot of consistency | Ice cream with some type of edible hair |
| The neck is extremely long, looks like a giraffe | Ice cream-giraffe |
| The body is a face and the face is a body | Reversible ice cream, eaten on one side or another |
| Inexpressivity | Transparent ice cream but with a strong flavor |

1. **Visualize the following TED talks about creativity**
2. Four lessons about creativity

[https://www.ted.com/talks/julie\_burstein\_4\_lessons\_in\_creativity ? language = en # t-255425](https://www.ted.com/talks/julie_burstein_4_lessons_in_creativity?language=es#t-255425)

1. If you want to be more creative, go for a walk

<https://www.ted.com/talks/marily_oppezzo_want_to_be_more_creative_go_for_a_walk/transcript>

1. A powerful way to release your natural creativity

# <https://www.ted.com/talks/tim_harford_a_powerful_way_to_unleash_your_natural_creativity/transcript?language=en>

# The surprising habits of the original thinkers

<https://www.ted.com/talks/adam_grant_the_surprising_habits_of_original_thinkers/transcript?referrer=playlist-kickstart_your_creativity>