**The Art Of Creative Thinking:** *89 Ways To see Things Differently* by Rod Judkins

School and society often make us feel our abilities are limited and rob us of our creative confidence. Although we are born with incredible imagination, intuition, and intelligence, many people are trained not to use these powers, and as a result, they weakened.

The art of creative thinking began as a tribute to what all of us can learn from art school, but what I hope to show more than anything is that thinking creatively is not a professional activity—it's a way of life.

[About the Author](#about)

**T*he Art Of Creative Thinking  SUmMaRy***

Creativity is not about creating a painting, novel or house; but about creating *yourself,* creating a better future and taking the opportunities that you are currently missing.

**1. S*ee what happens when you make something happen***

* Creativity isn’t a switch that’s flipped on or off; it’s a way of seeing, engaging with and responding to the world around you.
* A creative mind always seeks to explore new areas.
* Sometimes you succeed and sometimes you fail, but it’s important to try and see what happens.

*Try to develop an alternative way of thinking that can be applied to any challenge or project, no matter how far out of your comfort zone*

**2. B*e a beginner forever***

* A beginner has a fresh perspective.They don’t know how things “should be done, and haven’t yet become rooted in a particular method.
* It’s important to avoid becoming an expert, specialist or authority.
* An expert constantly refers to past experience. Whatever has worked in the past, the expert repeats.
* To breathe fresh air into yourself or your company, spend a day working on something that’s valuable, but not what you’re “supposed” to be working on.

Better to think new ideas than waste time trying to salvage old ones"

**3. B*lame Michelangelo***

* Many people don’t develop their talents because they are made to feel they weren’t born with the amount required to be truly great.
* The concept of innate talent destroyed confidence.
* Creative thinking is like a muscle that needs to be strengthened through exercise.
* A creative mind communicates ideas in a fresh way.
* Our task is to develop our creative potential in whatever forms it may take, whether we think we were “born” with it or not.

 ***Not every person has the same kinds of talents, so you discover what yours are and work with them.*** - Frank Gehry

**4. B***e committed to commitment.*

When the Beatles played on the *Ed Sullivan Show* on TV, it was a milestone in American pop culture. A record-breaking of 73 million viewers.

To the USA, the Beatles were an overnight success, but in fact, John Lennon & Paul McCartney had been playing together since 1957. In the clubs of Hamburg, they performed shows for eight hours a day, seven days a week. Sometimes, until two in the morning.

By 1964 they had played roughly twelve hundred times, totaling thousands of hours’ playing time, more than most rock bands play in their entire careers.

***Those long hours of performing set the Beatles apart.***

* No masterpieces have ever been produced by a talented but lazy artist
* Be addicted to practice, but yet, avoid making your rehearsal repetitive, but rather *adventurous*.

**5. B***e the medium of your medium*

* A painting of flowers is not about flowers, it is about the *medium* of painting: the traditions, history, the frame, the gallery and the expectations the viewer has.
* Most people are passive consumers who never analyze the medium. At the movies, most viewers go along with the illusion and enjoy the spectacle.
* For a creative thinker, they would have imagined how it could have been done differently.
* The more aware you are of that, and the more you understand your medium, the more you can use it to your advantage.

***6. D****on’t be someone else*

* Everyone is searching for originality. Ironically, it is right there within them, but most people are too busy being someone else.
* Self-knowledge will help you to understand what you have to offer that’s special. Ask yourself, “ What is the best idea I've ever had? “How did it come about?” “When am I at my most creative?”
* It is more important to be the best version of yourself than a bad copy of someone else.
* To be successfully creative, you have to realize **it’s OK to be yourself**.

7**. B***e a generator*

* To produce anything of greatness, you have to be proactive and generate it, not sit around and wait.
* We come alive when we’re generating something we know is worthwhile.
* Doing what matters is what matters.

 ***The least of things with a meaning is worth more than the greatest of things without it****.* -Carl Jung

**8. B***e positive about negatives*

* If others respond strongly to something you’ve done, *that’s positive*—even if the reaction is negative.

To be a successful person you often have to create a strong foundation with the bricks others throw at you

**9. D***on’t think about what others think about*

* Don’t be distracted by the views of others.
* The most exhilarating experiences are generated in the mind, triggered by information that challenges our thinking.
* Focus on what engages and inspires you.
* If you’re excited by a subject that no one else is, all that should matter to you is that *you’re* interested.

**10. D***oubt everything all the time*

* Doubt is a key to unlocking new ideas. Einstein doubted Newton. Picasso doubted Michelangelo. Beethoven doubted Mozart. That’s how they moved things forward.
* To doubt, to not know, to ask questions, to err and to fail, is the best and only way to learn, grow, progress and create something new.
* Everything that has been achieved over the last five hundred years is because of doubt.
* Doubt everyone and everything all the time—especially yourself.
* *Doubt is not a pleasant condition, but certainty is absurd.* - Voltaire

**11. F***eel inadequate*

* Feeling inadequate is a driving force to do better.
* The great creative minds are often racked with self-doubt, but they turn it into a driving force, an engine that pushes them forward rather than something that holds them back.
* Fear of failure is a great motivator and it keeps the creative ego in check.

*I don’t believe anyone ever suspects how completely unsure I am of my work and myself and what tortures of self-doubting the doubt of others has always given me****.*** - Tennessee Williams

**12. B***e practically useless*

* New ideas spring from personal interests, even if they seem irrelevant to the task at hand.
* Thinking about logistics leads to thinking logically, which ties down the leaps of the mind required to create something unique.
* To be true to an idea, you have to value expression over perfection, vitality over finish, movement over the static, expression over perfection and form over function.

*It’s the addicts that stay with it. They’re not necessarily the most talented, they’re just the ones that can’t get it out their systems.* - Harold Brown

**13. B***e perceptive about perception*

* Be aware of how your audience perceives and understands things.
* Appreciate the aura or the energy that are around your environment and observe how others respond them.
* *To get audiences to take your work seriously, it’s necessary to get them to take you seriously.*
* *We can control our lives by controlling our perceptions.* – Dr. Bruce Lipton

**14. B***e naturally inspired*

* Creative thinkers don’t think in terms of what they can copy from the natural world, but what they can learn from it.
* They study nature’s best ideas and then imitate them to solve diverse problems.
* Think of nature not as a source of materials to use but as a library of ideas.
* *Whatever field you work in, nature can always provide you with new insights.*

**15. D***on’t be an expert on yourself*

* You will only get the most out of your talk if it teaches you about yourself.
* If you want to engage an audience, it’s essential to be engaged yourself.
* Only give a talk about something you care passionately about.

**16. B***e Stubborn about compromise*

* We all come under pressure from our employers, family or friends to compromise but to make something unique, to do something extraordinary, often requires that you refuse to compromise your ideas.
* Creative thinkers appreciate that to compromise and take the sensible and safe route would be a disaster.
* You have no responsibility to live up to others’ expectations, but you do have a responsibility to live up to your own.

**17.  B***e a weapon of mass creation*

* Applying creative thinking in an “uncreative” field gives you an advantage.
* like the one-eyed man in the kingdom of the blind, if you think creatively where no one else is, it gives you the edge.
* No matter where you work at,  always try to see things with new fresh eyes.

**18. G***et into what you’re into*

* To get the most out of life and work, we need to see it from the inside.
* Imagine yourself as the subject of your project.
* Be the subject from the inside out. Imagine what would it feel like to be this object. lose your mind and come to your senses when applying this method.

*One had to immerse oneself in one’s surroundings and intensely study nature or one’s subject to understand how to recreate it.* - Paul Cezanne

**19. C***ut it out*

* Editing can be hard because you’re discarding things you have put a lot of energy into making. Yet often what we see in creative thinker’s work is the tip of the iceberg.
* If you produce one hundred ideas, one of them is likely to be great.
* If you produce five ideas, the chances of one being great are small.
* *Challenge yourself to generate more ideas, and more work, with less attachment.*

**20. G***row up without growing old*

*It takes years to build up the ability to understand yourself, the world you live in and your field of expertise.*

* The architect **[Zaha Hadid](http://www.zaha-hadid.com/people/zaha-hadid/%22%20%5Ct%20%22_blank)** didn’t achieve international respect and win awards for her unique designs **until she was over Fifty.**
* **[Paul Cezanne](http://www.paulcezanne.org/%22%20%5Ct%20%22_blank)** had his first one-man show **at the age of fifty-six**.
* **[Alfred Hitchcock](https://en.wikipedia.org/wiki/Alfred_Hitchcock%22%20%5Ct%20%22_blank)** didn’t fully develop his trademark sense of suspense in his films until **after he had turned fifty.**
* **[Jane Austen](https://en.wikipedia.org/wiki/Jane_Austen%22%20%5Ct%20%22_blank)** published her first novel after **she was thirty-five**.
* **[Joseph Conrad](https://en.wikipedia.org/wiki/Joseph_Conrad%22%20%5Ct%20%22_blank)’**s work was first published **when he was thirty-seven.**
* **[Charles Darwin](https://www.britannica.com/biography/Charles-Darwin%22%20%5Ct%20%22_blank)** was **fifty years old** when he proposed the theory of evolution in *On the origin of—species*which sold out on its first day of release.
* **[Georgia O’Keeffe](https://www.okeeffemuseum.org/about-georgia-okeeffe/%22%20%5Ct%20%22_blank)** was already in her **fifties** when she started to gain significant attention, and throughout her Sixties and Seventies, her fame grew gradually.
* *Many entrepreneurs, chefs, teachers, writers, and artists produce their greatest work as their insights and perceptions deepen with age.*
* ***Creative people can’t refuse to grow old, but they can refuse to grow up****.*

**21. I***f it ain’t broke, break it*

* It is more enlightened to appreciate imperfections.
* An innovation process that is trying to achieve something faultless is too slow and restricted.
* Innovation requires errors and failures because they lead to new ideas.

 ***The essence of being human is that one does not seek perfection****.* -George Orwell

*Perfectionism can be a roadblock to new ideas; it is a full stop, whereas imperfection can lead somewhere unexpected.*

**22.  P*ick yourself up***

What distinguishes the successful from the unsuccessful is the way they deal with the inevitable disappointments and difficulties that arise.

Creative thinkers channel their negative feelings into something useful.

 **Attitude is more important than ability**

**23. C*hallenge the challenging***

* Having a rival can be useful, as rivals drive us to the limits of our ability.
* Psychology tells us that rivalry has the potential to both help and hinder creative success—it all depends on how we handle the competition.
* *Whatever your field, embrace competition: it can make you strive to be better, to go that extra mile.*

**24. F***ind out how to find out*

* Ignorance of the “right” way to do something can be an asset.
* Lack of knowledge can provide fresh perspectives.
* Sometimes knowing the “right way” can be a disadvantage.
* *If I’d observed all the rules, I’d never have got anywhere.* - Marilyn Monroe

**25. L***eave an impression*

* Creativity can be as simple as pointing out something incredible that everyone else hasn’t noticed.
* **Art is not what you see, but what you make others see.-Edgar Degas**

Note anything that astounds you, no matter how small.

If it left an impression on you, it will leave an impression on others.

**26. D***esign a difference*

* Steve Jobs used his small amount of knowledge about design to make a big difference
* Apple was not a technological innovator; it remade other company’s ideas.
* Entrepreneurs and creative thinkers make the most of whatever information they have, however little.
* A small nugget of knowledge that you’ve overlooked could be the key that unlocks doors that have previously been closed.

***Other books you might like:***

* ***[The Subtle Art Of Not Giving a Fuck](https://www.leapessence.com/the-subtle-art-of-not-giving-a-fck/%22%20%5Ct%20%22_blank)***by **Mark Mason**
* ***[The Healthy Habits Revolution](https://www.leapessence.com/the-healthy-habit-revolution/%22%20%5Ct%20%22_blank)***by **Derek Doepker**
* ***[13 things Mentally Strong people don't Do](https://www.leapessence.com/13-things-mentally-strong-people-dont-do/%22%20%5Ct%20%22_blank)*** by **Amy Morin**

**27. B***e as incompetent as possible*

* Creative thinking is about vision, awareness, and expression.
* Our minds remember powerful ideas long after they have forgotten impressive skill.
* The creative mind explores whatever it is fascinated by rather than build up an armory of skills.
* The genuinely creative are not seeking to display skill but have a sincere interest in understanding and expressing ideas about their subject.

*Sometimes incompetence is useful. It helps you keep an open mind.* **-Roberto Cavalli**

**28. M***aintain momentum*

* The minute we lose momentum, we lose the thread.
* You must maintain the sense of excitement you had when first inspired.
* *Work on an idea constantly until it’s resolved.*

**29. M***ake the present a present.*

* When you are truly immersed in whatever you’re experiencing, *your present circumstances don’t dictate your destination*—they only determine your departure point.
* *Our ability to immerse ourselves in the present, and to live in the moment, is one we must nurture.*
* *Real generosity towards the future lies in giving all to the present.* - Albert Camus.

**30. B***e mature enough to be childish*

* Being playful is what enables us to develop.
* The future belongs to those who can reconnect with play.
* Whatever you are doing, do it as if for the first time.
* It is the child in you that is creative, not the adult.

**31. A***spire to have no goals*

* The creative explores in a truly open and experimental way; they don’t start with a destination in mind because a target would trap them on a predetermined path.
* If you don’t know where you’re going, the journey is more surprising and your work is more enriching.
* Don’t plan how to work, just work!

**32. O***pen your mind*

* Creativity thrives in a workplace or studio that is open to possibilities and new ideas.
* Workers are more productive when directly involved in decision-making, rather than being closely supervised by middle management.
* With an open mind, there are multiples solutions.

**33. P***ause for thoughtlessness*

* To work intensively for long periods you need to switch off occasionally from all the distraction for short periods.
* Force yourself to do *nothing* from time to time.
* To think deeply, sometimes you first have to empty your mind.

**34. P***lan to have more accidents.*

* Use accidents as a tool to propel yourself forward in unexpected directions.
* Be more receptive to the unexpected.
* Become a student of the University of Accidents.
* Every technology carries with it the potential for accidents.
* Think of an accident as an answer in search of a different question.

**35. I***f you can’t be really good, be really bad*

* People with mediocre ideas and poor taste often achieve exceptional success because they don’t know when to stop.
* Better the errors of enthusiasm than the slick competence of the cool.
* Something badly done can be refreshing.

*Success is the ability to go from failure to failure without losing your enthusiasm.* - Winston Churchill

**36. R***aise the dead*

* All creative work builds on what has gone before.
* The creative makes the most of the things they admire and aren’t ashamed to be inspired by something they respect.
* Everything has already been done and can be done again.
* If work by someone else really gets into your head, sometimes you have to reinvent it yourself, simply to get it back out of your head.
* *There is no harm in repeating a good thing.* -Plato

**37. B***e a conservative revolutionary*

* It’s important not to do the same old things in the same old way, but to push them to the limit and see what happens.

Creativity is like mining; we need to dig deep to discover and uncover ourselves

* **W**hatever your field, push your work to the limit.

*If you aren’t in over your head, how do you know how tall you are?* -T.S. Eliot

**38. W***ork the hours that work for you*

* The writer Craig Clevenger seals himself in his house for days when starting a new novel. He covers the clocks and windows in order to lose all sense of the passage of time. That way he can get a lot done.
* Nobel Prize-winning writer Toni Morrison starts writing before dawn.
* Charles Dickens walked the streets of London at night and met strange characters who resurfaced in his novels.
* Routine behavior leads to routine thinking.
* *If you want to change your art, change your habits.* - Clement Greenberg

**39. S***earch without finding.*

* Don’t be ashamed of being ignorant.
* Creativity exists in not knowing
* Be willing to look stupid, to risk the emotional pain of getting it wrong.
* Embrace your not-knowing and stride forward with determination and uncertainty.

**40. D***on’t overlook the overlooked*

* Creativity can be as simple as seizing on something that has been overlooked by the world and forcing the world to take notice.
* Make the most of whatever is already out there.
* *Nothing exists until or unless it is observed. An artist is making something exist by observing it.* - William Burroughs.

**41. P***ut the right thing in the wrong place*

* How can you refresh your perspective and see things in a new light?
* Put something or someone in an unusual place.
* Looking at your subject in an unexpected location throws off the preconceptions and stereotypes you have on that subject, revealing its extraordinary potential.

**42. S***tay hungry*

* Neutral, simple, humble spaces are what help us to focus.
* The mind wants to wander. Keep it on track by eliminating sidetracks.
* Luxury is not for the creative, it’s for poodles.
* *The saddest thing I can imagine is to get used to luxury*. -Charlie Chaplin

**43. S***urprise yourself*

* Everything is self-expression; we create our biographies in everything we do.
* **W**hether we are aware of it or not, our life is our subject matter, and freeing up our memories allows us to surprise ourselves and learn about our personalities and what makes us unique.

*What makes you tick creatively? Ask yourself, “what is the best idea I've ever had? What was my worst idea? What is my creative ambition?” Self-knowledge will help you to understand why you do things the way you do. You’ll start to understand the story you are trying to tell.*

**44. S***uspend judgment*

* To get the most out of any situation it is important to suspend judgment.
* Open yourself up to the beauty of all things.
* Deferring judgment keeps all possibilities open.

*Throw away hierarchies and accept that everything has qualities of some kind.*

**45. T***ake advantage of a disadvantage*

* Any setback can be an opportunity to begin again with more wisdom.
* A creative thinker uses their disadvantage as a way to add new depth to their work.

**46.T***hrow truth bombs*

* The impressionists revealed the truth about the optics of the eye and the perception of space.
* The futurists revealed the truth about how the modern world was all about speed, traveling quickly and information flowing swiftly.
* The surrealists revealed the truth about the importance of the subconscious and how our true desires were hidden from view.
* Pop artists revealed the truth about the effects of consumer society and capitalism on our values.
* Conceptual artists revealed the truth about the dominance of ideas in our perception of the world.
* Galileo spent the latter years of his life under house arrest for revealing that the Earth was not the center of the universe but revolved around the sun.
* Darwin revealed that organisms evolve through natural selection.
* They were all searching for the real meaning of the world around them.
* Most people are trying to hide the truth, to cover things up and project a false image.

*All truths are easy to understanding once they are discovered; the point is to discover them.* -Galileo

**47. T***hrow yourself into yourself*

We do our best work when we’re having fun

* Allow yourself to do what truly brings you joy.
* It’s better for you. It’s better for everyone.
* When you are satisfied, your satisfaction spreads to others.

**48. U***se shock of awe*

* In the creative world, stirring others out of their complacency can be good for everyone.
* The creative mind reveals deep, fundamental truths rather than mere facts.
* If you don’t have the attention of your audience, you’re talking to yourself.
* New ideas will always shock. Don’t let the reaction of others unnerve you.

**49. V***alue Obscurity*

* If you’re lucky enough to be in obscurity, make the most of it.
* Use your freedom to experiment, play, and stretch yourself.
* Entrepreneurs, designers, writers, and artists often make the most of the freedom obscurity offers.
* An obscurity is a creative place: you are *free* to experiment and fail.

**50. V***alue shared values*

* Find others who are on your wavelength and share your work.
* If you’re a creative thinker, the chances are that you’re challenging the accepted values and practices of the world around you.
* Sharing your creative energy creates synergy.

**51. I***f something isn’t broken, fix it*

* Search for a better method when everyone else is content with the standard.
* There is always a better way.

**52. L***ight a fire in your mind*

* Creativity enables us to doctor ourselves.
* Don’t run from your inner demons. Put them to work.
* Creativity requires us to study the dark corners of our minds and come to terms with what we find.

**53. D***iscover how to discover*

* Many of us discover our passion through trials and errors.
* Discovering what you truly want to do can be a long journey, but it’s worth it.
* Every important experience rebuilds our perspective.

**54. T***o stand out, work out what you stand for*

* Developing a set of principles you believe in and constantly strive to uphold is an invaluable tool.
* The only way to stand out is to work out what you stand for.
* *Man often becomes what he believes himself to be*. - Mahatma Gandhi

**55. T***o achieve something, do nothing*

* Make yourself do nothing. Let your thoughts settle.
* Instead of searching, let things come to you.
* Sometimes what we most need to do is the thing we most try to avoid.
* If you want to do something creative, something original, do nothing.

**56. G***et into credit*

* Creativity flourishes where there is money.
* The history of art is inseparable from the history of money.
* Money is not the enemy of creative thinkers but a  friend; not a problem but an opportunity.
* It’s important to understand finance because that’s what will help you do more of what you love.

**57. S***earch high and low*

* You can’t think creatively if you have elitist attitudes.
* Don’t assume that because everyone thinks something is worthless, it actually is.
* Try to see things through a different lens and assess them according to their own values.

**58. M***ine your mind*

* The subconscious is a recognized source of creativity and inspiration; it releases us from the confines of our logical, practical mind.
* The creative ideas you’re searching for are swimming beneath the surface of your mind. The deeper you dive in, the more you’ll discover.

 *The world needs dreamers and the world needs doers. But above all, the world needs dreamers who do.* **-**Sarah Ban Breathnach

**59. L***ook forward to disappointment*

* When you are at your lowest, when everything that could go wrong has gone wrong, see it as the best place to begin.
* We learn from disappointment than from successes.
* Every obstacle we overcome strengthens our confidence to overcome more.

**60. T***hink with your feelings*

* Thinking is essential, but we use often use it to damage other perceptions.
* Our minds play tricks on us, but our senses are trustworthy.
* Choose the path that feels right to you.

Better to be without logic than without feeling. - Charlotte Bronte

**61. B*ring chaos to order***

* Chaotic organizations are usually more creative than well-organized ones.
* From chaos springs great art.
* *If a cluttered desk is a sign of a cluttered mind, of what, then, is an empty desk a sign?* **-** Albert Einstein

**62. T*ake what you need***

* Copying is often misunderstood by people who are not creative.
* When you see a piece of work you admire, dissect it dispassionately and discover exactly what makes it great.

**63. R*emake, then remake the remake***

* The creative enjoy the revisions —processcarving away excess words, clay or notes until the rhythm and phrasing and shape of their work purrs like a well-tuned engine.
* Let go of the image of art as the instant masterpiece. Instead, be prepared to constantly rethink and revise.

*You might not write well every day, but you can always edit a bad page. You can’t edit a blank page.* **-**Jodi Picoult

**64. B*e curious about curiosity***

* Cultivate your curiosity and you will constantly refresh your perspective.
* Curious people search for the reality behind the disguise, for what’s truly going behind the scenes.
* Curiosity makes us come alive; it fills us with wonder and the urge to discover hidden worlds.

***65. Become anonymous***

* Working under another name will free you from others’ expectations and, most importantly, free you of your own.
* There is freedom in being nobody.

Sometimes it’s useful to put your ego in a box under the bed

*It’s that anonymous person who meanders through the streets and feels what’s happening there feels the pulse of the people, who’s able to create****.*** **-** Cyndi Lauper

**66. A*chieve the perfect work-life balance***

* The creative person’s work and life are one, inseparable.
* Once your life and work head down separate paths you are destined for a disconnected existence.
* *If you’d rather go on vacation than go to work you need to change your life, now.*

***67. Make what you say unforgettable***

* An original thinker is a scout on new horizons, a font of inspiration.
* The people who have changed our thinking are the ones who speak and write from the heart, with the courage to simply be who they are.
* If you have an interesting idea, it’s important that people remember it.

***68. Don't experiment, be* an experiment.**

* Creative organizations practice constant experiment to keep their thinking fresh.
* If things are running too smoothly, it’s a sign that you’re not experimenting enough.
* The key to thinking experimentally is to allow the mind to contemplate outrageous ideas.
* Strive to lose that impulse and return to the creative freedom we all had as children.

**It’s more interesting to be experimental and fail than to play it safe and succeed.**

**69. S***top missing opportunities*

* When you’re given an opportunity, take it and see where it leads, even if you have no idea how you’ll make it work.
* Rise to the occasion when an occasion arises.

*One secret of success in life is for a man to be ready for his opportunity when it comes.* - Benjamin Disraeli

**70. C***ontradict yourself more often*

* The creative mind contains multiple perspectives simultaneously.
* Contradicting yourself is a sign that you are filled with possibilities.
* *Only idiots fail to contradict themselves three times a day.* - Friedrich Nietzsche

**71. L***ook over the horizon*

* Visionaries try to work out what the upcoming developments in their field are likely to be and implement them before anyone else.

 **72. I***mmerse yourself*

* Study the latest ideas circulating in your field. Immerse yourself, and see where your expertise leads you.
* It’s a lesson in immersing yourself in every aspect of your interest. Know everything there is to know about it.
* When there’s *a* crisis, you *will* have *a pool of knowledge to* dip into.

**73. C***ross-pollinate*

* Sharing diverse ideas leads to bold new solutions.
* *You can look anywhere and find inspiration.* - Frank Gehry

**74. T***ake jokes seriously*

* Humor is a key that opens the door to counterintuitive and subversive thinking.
* [bctt tweet="Rather than being weighed down by serious mindset, what we really need is humor" via="no"].

*Only those who are capable of silliness can be called truly intelligent.* - Christopher Isherwood

**75. G***o from a to b via z*

* To think creatively you must be constantly aware, alive to possibilities of the moment.
* The more often you do something the same way, the more difficult it is to consider doing it differently.

**76. N***ever leave improvisation to chance*

* The confident leader sees a mistake as an invitation to a new route.
* Learn how to think quickly on your feet.
* Most plans get punched in the mouth.

**77. R***eject acceptance and accept rejection*

* Great creative people figure out that they have nothing to lose by rejection.
* Rejection breeds determination. It encourages you to reexamine your work and improve it, to strive to be better.

*I think all great innovations are built on rejections.* -Louis-Ferdinand Celine

**78. B***e as annoying as possible*

* Creativity is not for cautious.
* Provoke a reaction. Provoke change.
* We should not be scared of causing offense; we should be scared of not being heard.

**79. G***et out of your mind*

Encourage your mind to wander—it will produce remarkable results

***Open the window of fantasy to know what really can bring****.*- Raul D. Arellano

**80. S***tay playful*

* You’re a success in your field if you aren’t sure if what you’re doing is work or play.
* The focus should be on the actual experience, not on competing or achieving a reward.
* Play is not taken seriously enough; it is as important for adults as for children.

***Man is most nearly himself when he achieves the seriousness of a child at play.*** - Heraclitus

**81. D***on’t follow the herd*

* Original thinkers are able to tune out their fears, along with the noise coming from the sidelines.
* Try to keep a distance between yourself and the common wisdom.
* Be prepared to swim against the tide.

 **82. P***roject yourself into the future*

* Imagination has practical benefits—but it needs to be nurtured and maintained.
* Our imaginations are the most powerful tools we have. Use it.

***Change is the law of life. And those who look only to the past or present are certain to miss the future.*** - John F. Kennedy

**83. B***ox your way out of boxes*

* Restrictions force the inventive mind into unique and unusual solutions.
* Don’t dismiss an opportunity that’s outside your comfort zone.
* Search for ways around, under and over barriers.

**84. T***o learn, teach*

* The best way to understand a concept is to explain it to someone else.
* A creative teacher teaches nothing but provides a learning environment.

 **85. B***e an everyday radical*

* If you want to transform things, you need to be in a radical frame of mind.
* Always practice the fundamentals.

***I would say behavior that is not the status quo is interpreted as insanity, when, in fact, it might be enlightenment. Insanity is sorta in the eye of the beholder.*** -Chuck Palahniuk

**86. M***ake freedom a career*

Creative people need to work with complete freedom, but, paradoxically, to prevent themselves from descending into chaos they set parameters and limitations within which they work.

***Art is limitation. The essence of every picture is the frame.*** G.K. Chesterton.

**87. B***e alone with* *“Friends”*

It’s hard to be creative without being solitary now and then. Sit in a room and let your thoughts wander. This is the opposite of meditating: you’re not trying to empty your mind of thoughts; you’re trying to fill it up. Then cultivate the best ideas.

**88. L*ook at the overlooked***

Many creative people have a keen sense of observant. They’ve noticed something others had missed. See if you can pay attention and observe something that you normally overlook or neglect.

**89. R*ename yourself***

Mozart renamed himself almost every week, all his life. When he married, he changed his name to Adam, the first man, as a way to declare himself reborn.

Think of a few new name for yourself. What do they tell people about you?

**TRY THIS AT HOME**

The following exercises are not designed to produce specific results but to stimulate you.

**Pick a fight with yourself**

For one day, contradict yourself. If you usually get up late, get up early. Question the things you do unquestioningly.

If you normally work on the computer, work on paper instead. When you are working, work in the opposite way.

Rewiring your brain circuitry will give you a deeper understanding of yourself.

**Think about your thinking**

Analyze the way you think. What can you learn from your ideas? Who regularly inspires you? What can you learn from them?

Create a diagram of your thought processes.

Make it practical and down to earth.

Then study it.

***This summary is not intended as a replacement for the original book and all quotes are credited to the above-mentioned author and publisher.***

**ABOUT THE AUTHOR**

Rod Judkins is an artist, writer, and lecturer. A graduate of the Royal College of art whose paintings have been included in numerous exhibitions, he has lectured on creative thinking at Central Saint Martins, University of the Arts, London, for more than fifteen years. His workshops and lectures demonstrate how creative thinking can energize and improve the work of individuals and organizations in any field.

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