



5 MORE PRODUCTS TO BOOST CREATIVITY

Innovate Whack Pack

Roger von Oech's follow up to 'The Whack Pack' is fit to burst with concise nuggets. Take one card and try only the approach it details, or work your way through several and see how each affects the way you think... It's up to you! Each card has an illustrative passage on one side and a succinct piece of advice on the other. See a card from the deck when you visit <http://creativewhack.com/product.php?productid=66>

Six Thinking Hats

Edward de Bono communicates the basis of a complete thinking system in this book... But it's not just a damn good read, it's a great way of life! DMI has written an Info Sheet on it, but serious creatives should take our word for it: Six Thinking Hats is essential material:

http://www.debonogroup.com/six_thinking_hats.php - and you can see our own bite-sized overview, in which we really just repeat how brilliant it is, via:

<http://www.dmiproductions.co.uk/infosheet/pdfs/sixthinkinghats.pdf>

59 Seconds

"Edward de Bono, Roger von Oech and Professor bloomin' Wiseman! That's all we ever hear!" There's a good reason people feel like that about those three names: their great advice comes in simple, accessible ways... And in his book '59 Seconds', Richard Wiseman also makes his advice quick. Many of the tips are about health, wealth and well being, but the creative-advice section takes half an hour to read and just a few minutes to implement. Check it out here:

<http://richardwiseman.wordpress.com/books/59-seconds-think-a-little-change-a-lot/>

The Brainstormer

Fiction writers that find the concept of 'The Morphological Matrix' compelling, but struggle to come up with enough 'Attributes and Items' should love this app from Tapnik. While simple to use, it instantly generates one combination from thousands of character, plot and scenario options for you. Take a look at their website here <http://www.tapnik.com/brainstormer/> and if you've yet to get to grips with the whole idea of 'The Morphological Matrix', then here's our Info Sheet on it: <http://www.dmiproductions.co.uk/infosheet/pdfs/morphologicalmatrix.pdf>

A Dictionary

Not a specific dictionary... Any dictionary! We always seem to be saying that creativity is the art and science of making new mental associations and seeing things from different perspectives. A dictionary is a surprisingly handy tool for this! Call to mind the problem you want to solve, flip open the dictionary at any page, then look at a random word. Nouns and verbs are particularly helpful! Now try to connect that word to your issue... Some people find it helps to ask how the word connects to the problem, some ask how the word contains a solution. Try it a few times!

"The team at DMI Productions have shown creative ability and originality in interpreting our needs and the best fit for our global brand" Sioban Kerr, Make-A-Wish