



**FIVE
PRODUCTS THAT
BOOST YOUR
CREATIVITY**

Whack Pack app: From Roger von Oech – the creative guru’s creative guru – comes the app version of his acclaimed ‘Whack Pack’! This collection of 84 bite-size creative tips serves as a creativity tool box, mind-jogger or coach, depending on how you want to use it. Effective and easy to use with a distinctly stylized look.

Oblique Strategies (Brian Eno & Peter Schmidt): What happens when one of the most significant names in the history of popular music realises he thinks about creativity in uncannily similar terms to those of a painter of note? Apparently they create a collection of principles to help others find inspiration! The resulting deck of over 100 cards is a legendary tool - now available in its 6th edition.

Hypnosis Download (hypnosisdownloads.com): Being more creative without conscious effort is the Holy Grail for those that want to develop their innovative ability quickly... But is that possible? Well, to some extent, yes! Whilst we maintain that ideation can be both an art and a science, what most people want is for the quiet voice at the back of their head to speak up with better thoughts – and more often! This hypnotic audio session from the world-renowned experts at Uncommon Knowledge helps boost creativity with a minimal effort.

Pocket Notebook: Nothing we know of - nothing - improves creativity as vastly as habitually keeping a notebook to record your own ideas. We’ve written ad nauseum on the subject - find our recent Info Sheet on it [here](#)... It doesn’t make any difference which notebook you use but so much the better if you can find one you enjoy using. For those that appreciate a certain pedigree, Moleskin pads are regarded highly by those with cash to spare... Those who take a cheaper, more practical view might go with a trusty Policeman’s Notebook; Pukka Pad put their Pocket Pad out via high-street stationers.

Did You Spot the Gorilla? (Richard Wiseman): Ground-breaking professor of quirky psychology Richard Wiseman explains why some people’s brains are better at spotting connections and opportunities in life... And tells you how to ring in the changes! A short, manageable and fascinating book that presents the science of seeing things differently in a conversational tone. You might also want to take a look at the chapter in creativity in another of Wiseman’s books, 59 Seconds.

*“From the moment DMI got the brief, they delivered - creatively, technically and personably.”
Shilpa Patel, Sales Development Manager Uk, Bausch & Lomb Ltd.*