



## THE RANDOM WORD

If we had to pick only one technique to show a group of people how they can immediately become more creative, we might very well choose this! Why? Because it's easy to explain, takes very little time – and can be very effective. In a nutshell, the technique uses a random word to create a number of new perspectives.

'The Random Word' potentially offers dozens of opportunities to make something 'click'. To give it a go, grab hold of a book – preferably a dictionary or novel, but anything will do in a crisis – and then start thinking about your issue, problem or need. Next:

Flip open the book

Point to a random word...

If your finger's on a 'nothing' word – "if, and, of, when" etc. – move on to the first noun

When you have a noun, write it in the middle of a sheet of paper or whiteboard

Now think of as many words as you can that could associate with the word

As you do so, keep wondering how words could connect with the original issue...

Many words won't – relax and keep going

Circle any words that seems to make fruitful connections

If any word prompts specific thought, feel free to stop associating and explore it

When you've completely exhausted the associations, stop

Work your way through everything you've generated for a second time

Think: in what way do these words connect with the issue?

When you get stuck on something, put a cross by it and relax

Take a half-hour break and let your unconscious mind catch up

Revisit the words that have crosses and take one last crack at connecting them

Keep trying this technique – some find it 'knacky'!

*"The end result has exceeded expectations and reaffirmed DMI's standing as a professional, high-end production company with outstanding values." Lesley Singleton, Playtime PR*