



GREAT IDEAS WANT OUT

CREATIVE THINKING

Quick re-telling of James Webb Young's brilliant 5-Step Process for Creating Ideas. But buyer beware...as he himself said:

"First, the formula is so simple that few who hear it really believe it. Second, while simple to state, it actually requires the hardest kind of intellectual work to follow, so not all who accept it use it."

Step 1: Collect the dots—lots and lots of dots. Get hold of as many as you can. Then go back for more.

Also—very important this—remember to open up all the boxes of miscellaneous dots you've got stashed away for a rainy day. Give them permission to come out and splash around in all the puddles. (Don't mind the mixed metaphors. They're of enormous value, too.)

Step 2: Connect the dots in as many ways as you can. Obvious ways. Not so obvious ways. Odd ways. Silly ways. Impossible ways.

Now throw all the dots up in the air and start all over again. And again, and again, until you do go dotty. Stop! Put it all out of mind. Go for a walk. Read a book. See a film. Go shopping if you must. (Help keep the economy going.) Have dinner. Go to sleep. Let your unconscious mind work on connecting all the dots in new and un-thought of ways. That's Step 3.

And I know it sounds dotty—but if you've dotted all the eyes, as it were, in Steps 1, 2, and 3... Step 4 is when you'll see new ideas arise as if from out of nowhere.

Step 5: Take the New Idea out into the big, wide world. Let others in on it. Get feedback. Like the process, itself, you'll see that a Great Idea just grows and grows.

So it'd be really, really dotty not to have me come in and introduce the 5-Step Process (and other ways for Creating Ideas) to any Creative Teams you think might still be in need of enlightenment.

TONY BROADBENT

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tony@tonybroadbent.com | www.tonybroadbent.com