



CREATIVITY IS A SKILL YOU CAN TRAIN

Many people believe that creativity is something you either have or don't—but the truth is that **creativity can be learned, practiced, and strengthened**. Just like exercising a muscle, the more you use your creative thinking, the more flexible and powerful it becomes.

This guide is designed to help you **generate ideas freely, experiment without fear, and build confidence in your creative abilities**. Whether you are working alone or with others, these exercises will give you tools to think in new ways, explore possibilities, and discover solutions you might never have imagined.

Why This Works:

- **Ideas are raw, not final:** Don't worry if your ideas feel incomplete or silly—they are seeds for exploration.
- **Suspend judgment:** Avoid evaluating ideas as you generate them. Critique comes later.
- **Go for quantity:** The more ideas you produce, the higher the chance of finding a great one.
- **Experiment boldly:** Try combinations, modifications, and unusual approaches. Some will fail, and that's part of the process.
- **Be kind to yourself:** Creativity can feel messy or uncomfortable at first. Allow yourself to play, make mistakes, and learn.

Tips for Group or Solo Sessions:

- Build on others' ideas: Use "Yes, and..." to grow ideas collaboratively.
- Sketch, doodle, or write notes quickly—visual thinking sparks more ideas.
- Keep a playful mindset: Fun, unexpected, or "wrong" ideas often lead to breakthroughs.

By practicing these steps regularly, you'll not only generate more ideas, but also **develop a habit of creative thinking** that can be applied to school, work, personal projects, or even job interviews.

Remember: Creativity is a skill, and like any skill, it grows with practice, patience, and a willingness to explore. The exercises in this guide are your playground—jump in, experiment, and see where your imagination takes you.

Mini Ideation Guide: Step-by-Step Instructions with Context

Step 1: Warm-Up – 3-Minute Sketch Sprint

Why: Creativity can be blocked by perfectionism or overthinking. Warming up with a fast, playful exercise loosens your mind and primes it for generating lots of ideas.

Instructions:

- **Self:**
 1. Pick any object, topic, or problem.
 2. Set a timer for 3 minutes.
 3. Sketch as many variations, uses, or solutions as possible. Don't worry about perfection.
 - **Group:**
 1. Each person sketches one idea in 1–2 minutes.
 2. Go around the group; everyone shares quickly.
 3. Celebrate unusual or funny ideas—no judgment.
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Step 2: Ideation Technique 1 – SCAMPER

Why: Often we generate ideas in the same old ways. SCAMPER provides structured prompts to transform existing ideas and spark new ones.

Instructions:

1. Choose one project or problem to focus on.
 2. Apply SCAMPER prompts:
 - **Substitute:** Swap a part, material, or process.
 - **Combine:** Merge it with another idea or object.
 - **Adapt:** Borrow from another context or solution.
 - **Modify / Magnify / Minify:** Change size, shape, color, or feature.
 - **Put to another use:** How else could it be applied?
 - **Eliminate:** Remove something to simplify or improve.
 - **Reverse / Rearrange:** Flip the concept or sequence.
 - **Self:** Write or sketch 1–2 ideas per prompt.
 - **Group:** Assign each member a SCAMPER prompt, then share ideas. Cluster similar ones to find patterns.
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Step 3: Ideation Technique 2 – Constraints Challenge

Why: Constraints can actually boost creativity by forcing you to think differently. Limiting resources, time, or materials encourages unusual solutions.

Instructions:

- **Self:**
 1. Pick a constraint (e.g., only 3 colors, 5-minute sketch, minimal shapes).
 2. Generate 5–10 ideas under that constraint. Sketch or write them quickly.
 - **Group:**
 1. Each person draws a constraint card or is assigned a limitation.
 2. Everyone ideates under their constraint.
 3. Share ideas and discuss how constraints led to unexpected solutions.
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Step 4: Selecting Ideas – Impact vs. Effort Grid

Why: Not every idea is worth pursuing. A simple Impact vs. Effort grid helps you focus on ideas that are both effective and achievable.

Instructions:

1. Draw a 2×2 grid:
 - **X-axis:** Effort (Low → High)
 - **Y-axis:** Impact (Low → High)
 2. Plot each idea on the grid.
 3. Focus on the **top-right quadrant** (High Impact, Low Effort).
- **Self:** Pick 1–3 ideas to develop further.
 - **Group:** Discuss and vote on top 3 ideas for the next step.
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General Tips:

- Sketch roughly—quantity over quality.
- Celebrate unusual ideas—they often inspire the best solutions.
- Use a timer in group sessions to maintain energy.
- Keep all ideas for reference; even “bad” ones can spark future solutions.