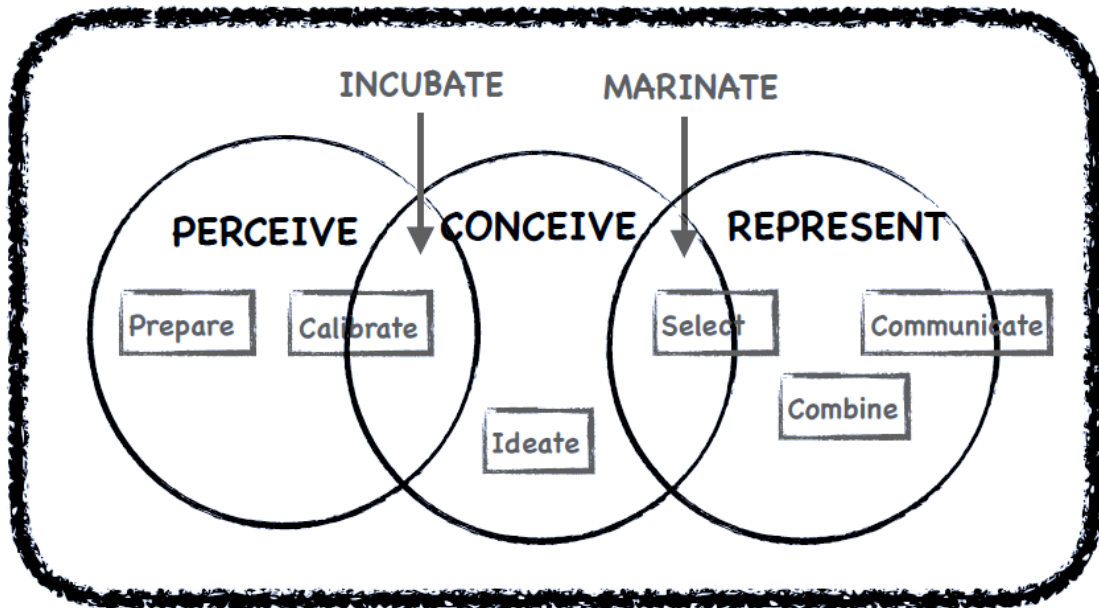


INCUBATION

Remember the diagram of the eight-step creativity process? This one?



Before we get to the Ideation stage, let's practice Incubation. It's already been happening this whole time, of course. But let's experience what it's like to make it active.

For some people, not thinking is one of the hardest things in the world. By now you should have some experience of that in this workshop. Today we are going to grab it head-on.

Take 30 minutes today minimum, an hour if you can. And actively clear your mind of all the analysis you did the past couple of weeks. Ask yourself the question you want answers to this week, but do not try to think of those answers. You could meditate, or take a walk, or fold your clothes, or do some Freewriting. As long as you make sure that you are not trying to solve the problem.