

## THE WAY FORWARD

You choose and create your Creative mind by unlearning and relearning, one step at a time.

Now I am going to give you a quick overview of the specific process of Innativity that you may wish to continue with over the coming two months. You can email us if you are interested to join the follow-on course.

The first thing to do is go back to that list of projects that you have left behind or are currently stuck on. Please select one. If you prefer, select one that isn't even on the list, that you have thought of since, or become slightly obsessed with. You need to really want this project to move – if you choose to continue in the next level of our training, you are going to spend two straight months with it.

Going through the process, you will free up this project with new creative ideas and means of implementation. More importantly, the project gives you a focal point to concentrate your creation of a new you with levels of Creativity you have not experienced in years, perhaps since childhood. This esoteric transformation will come by taking a series deliberate and plotted steps. You will be left not only with an improved project, but also with a tool you can use again and again.

Creativity requires practice just like any skill. Extremely creative people go after ideas with a club, as Jack London said. Mozart produced more than 600 pieces of music during a short life. Bach wrote a cantata every week. Einstein published 250 papers, Darwin 120, and Freud 330. Rembrandt produced around 650 paintings and 2,000 drawings and Picasso more than 20,000 works. Edison accumulated 1084 patents; he created 3000 different ideas for lighting systems before he got one that worked well enough to commercialize, over the course of more than 9000 experiments. It took him five times as many efforts to perfect the storage cell battery!

And today Edison isn't even on the chart for most patents. Many people you have never heard of rocketed past him. Dr. Yoshiro Nakamatsu claims over 3200 patents (including a magnetic condom, the floppy disc, and spectacles that look like eyes), but the record is currently held by his countryman Shunpei Yamazaki, with 5426 US patents - the equivalent of about 100 patents a year since he was 20 years old. His rival Kia Silverbrook has filed 9874 patents internationally (though he has received less approved US patents so far) - and is 16 years younger than Yamazaki.

These people did not just sit around having ideas. They innovated - went out and caused their ideas to happen. Edison set an invention quota: a minor one every ten days and a major one every six months. Without this, he said, he would have accomplished nothing. Most of his patents were never commercialized. Many of Mozart's compositions have never been performed. Has even the greatest Picasso fanatic ogled every one of his twenty thousand works? Is the magnetic condom in the shops?

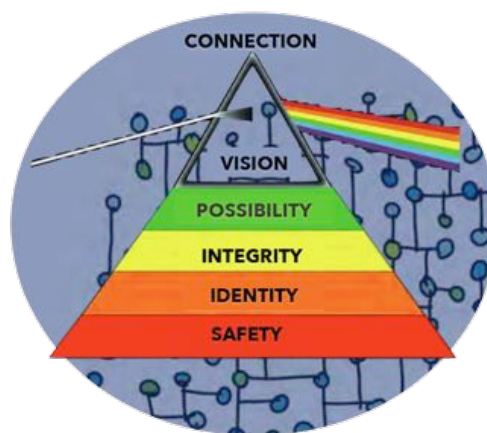
Remember the pyramid of Maslow's hierarchy? The truth is, even though we might get it intellectually, most of us, including me, still get stuck on the idea that Creativity is really

about Self-Actualization. That's what convinces us to invest time and money in pursuing our ideas.

I invite you now to let go of that notion. Hopefully our adventure into history has shown you how fundamental creativity is to everything about our lives. The idea that it's not important at the bottom of the pyramid is an illusion of the spectacle, so to speak. Even creativity has been commoditized. Putting it back at the bottom, the most fundamental lizard-brain portion of our humanity, is a way of liberating it to be what it is.

To encourage you to do this I have co-opted the needs Pyramid as the model for our process. Also because the notion that one step provides the foundation for the next is very wise and super critical. One step builds on the next. Each step takes us closer to completion and yet remains firmly there beneath our feet.

Should you choose to continue, here is the Innativity Pyramid you will be working with:



*"Everyone is given a box of crayons in kindergarten. Then when you hit puberty they take them away and replace them with dry, uninspiring books... Being suddenly hit years later with the creative bug is just a wee voice telling you, 'I'd like my crayons back, please.'"*

- Hugh MacLeod

## YOUR CRAYONS

1. Safety
2. Identity
3. Integrity
4. Possibility
5. Vision
6. Connection

You can contact us at [innovation@createyourcreativity.tv](mailto:innovation@createyourcreativity.tv) if you want more information on the upcoming full-length course.