

# Michael True

Tue, 7/27 2:28PM 29:05

## SUMMARY KEYWORDS

ideas, creativity, people, creative, book, developed, combine, pez dispenser, hay baler, problem, called, friends, interior designer, suitcase, leonardo, concrete, tornadoes, mind, obstacle, seuss



00:16

Welcome to this session on creativity, thinking differently doesn't take a genius. Hi, my name is Mike true. And I'm your guide for this session where hopefully by the end of it, you'll be able to take away a nugget or two that you can apply to your life and become a bit more creative. So creativity is really a top skill that is looked for by employers.



00:49

And I say this



00:50

is because LinkedIn has taken their 660 million professionals and 20 plus million jobs and extracted data



01:02

from that.



01:04

And that data shows that the top five skills that employers are looking for are creativity, persuasion, collaboration, adaptability, and emotional intelligence. Creativity has been up there for the last couple of years in the number one slot. So they're looking employers are

looking for people who can connect the dots who can generate original useful solutions. Those are 202 a variety of problems. And regardless of what industry or country you're working in, these are the skills are what they're looking for, and specifically, what we're going to speak to today, creativity is at the top of their list. It could be anything I'm sure from coming up with



02:06

ideas for a presentation, or is it how to build a helpful product or service and a new business venture? Or is it discovering unique ways to market yourself? Whatever your need or problem knowing how to nourish your creativity is of top importance. And a great place to begin is with the master



02:31

of creating.



02:34

Leonardo



02:35

da Vinci. Da Vinci was an interesting follow. He lived between 1452 and 1519 ad. He was everything from an engineer to sculptor, painter, architect and scientist. And he had a very interesting description of himself. He said that he was a descent below della esperienza, a disciple of experience. Now there are many others that we could take a closer look at with more time but people like Maria telcos and Eleanor Raman, who developed the first solar heated house in 1848, George Washington Carver who developed 300 products, from peanuts and 118 products from sweet potatoes. Nikola Tesla, he was the one who developed AC power and wireless technology in the early 1900s. And a person we I would imagine most of us love without knowing her name, malita dense, develop the drip coffee machine. And then there are people like Stephanie quadric, who developed Kevlar which is now used in over 200 applications, including bulletproof vests, spacesuits, skis, and bridge cables. And then of course, you have someone like Steve Jobs of Apple Computer, a very creative individual. So what was it about Leonardo? How did he nourish his creativity? Well, if you want to do an exercise, like Leonardo did, a moment now, here's what Leonardo said. I cannot forbear to mention a new device for study which although it

may seem trivial, and almost ludicrous, is nevertheless extremely useful in arousing the mind to various inventions. And this is when you look at a wall



04:51

spotted



04:52

with stains. You may discover a resemblance to various landscapes beautified with mounds Students, rivers, rocks, trees, or you may see an endless variety of objects. Now, if we had time, and you do, you could pause this presentation, take a piece of paper and a pencil and write down or draw what you see from this wall. Sounds crazy. But that was one of the exercises that Leonardo used develop, to develop his own creativity. Now, as we all know, there are obstacles. So let's look at a few of those that first of all, buisness, or over involvement.



05:41

You know, this constantly running from one thing to another doesn't lend itself to a creative mindset. Another one, of course, is stress.



05:51

On top of



05:52

all your responsibilities, whether it's your grad classes, or whether it's part time work, or full time employment, employment, caring for family and friends, or financial burdens, whatever it may be stress can really hinder our creativity. And then there's fear of criticism. Or believing you aren't creative. Creativity is not a respecter of persons. So it's available to everyone. And then there's distractions, you know, noise, turn off your computer or phone, use a blank piece of paper and pen to unload your distracting thoughts. Like, I forgot, I need to pick up food at the store, or my parents anniversary is coming up, how should I celebrate it, or I forgot to email Ethan about the project, et cetera, et cetera, et



06:51

cetera.



06:53

So to get rid of those distractions, write them down. That helps to clear your mind. It's, it's if your mind is saying, Come on, get this out of me right now. So that I can focus on what you need to be creative. And then there's a sterile environment, make sure that you enrich your workplace with color, toys, phrases, to inspire you, or lines that make you laugh. Stare sterile environment as a real as a real killer, real object, obstacle to creativity. And then rigid rules or barriers and routines. Whatever it may be, if your particular office culture, cautious creative thinking or anything outside of the box, or you're part of a team of people, and somebody says, Oh, that's really a stupid idea, you're not gonna, you're not gonna want to be creative, are you if you get criticized all the time. So that goes back to the fear of criticism up above, but your workplace may have certain things in place, like, you know, we don't want to go there, we have a set way of doing things. And so let's not go outside the box. I can't imagine too many places like that anymore, but they may still be there. stimulants, so here are some ways to actually get your brain cooking. One would be travel now I realize you know, we've been through COVID and, but the travel is picking back up. And whether people are flying or they're driving, whatever it may be. Even if it's traveled to a town that's not that far from you, but you've never been to before travel broadens your world by exposing you to new people and customs and ideas. Even armchair travel has its plus points. Check out shows on Netflix, Amazon Prime YouTube or on a DVD from your local library. For instance, you may want to watch something like James May our man in Japan on amazon prime. It's well done insightful about Japanese culture. And it's funny. The other thing to do is to read widely. 90% of my reading has nothing to do with career or internships. My ideas are stimulated by other disciplines. read fiction. It increases the scope of your imagination as you mentally create scenes that are being described. Another would be exercise. It increases blood flow and focus and helps to relieve stress, which as we pointed out was a big obstacle. Listen to music, avoid music with lyrics, classical or ambient music is the best. And then start a new hobby. That could be drawing, painting, sculpture, gardening, wood or metal working whatever, start a new hobby or play games like Pictionary, charades. You name it, or it may be a video game that the challenges your your thinking. associate with creative people. You know, creative habits are often caught, not taught. So, associate with people ask them you know, how do you come up with those ideas? You always seem to have great ideas and let them tell you and maybe you can very well imitate them. work with children. Try the association game. What does this look what what is? What is this particular object look like to you? You know, kids are great, they can pick up a stick in a yard, and that stick can be almost

anything. And then relax. Take a long shower. Enjoy a sauna, hot tub, massage or soak in a good smelling bubble bath. good ideas will bubble to the surface when you relax.



11:39

Okay, so



11:43

things to keep in mind. Creativity often begins with cultivating curiosity, and becoming a perceptive observer. On a beautiful summer day in 1941, an amateur mountaineer named George de mestral decided to take his dog for a nature hike. When they return home his dog and pants were covered in burrs. Being curious, he put the burrs under a microscope and saw the hook that would easily cling to fabric. From this, he developed the hook and loop design known as Velcro. This is called bio mimicry, mimicking what is in nature. Percy Spencer's research into electromagnetic waves for radar back in the 1940s. Spencer noticed that a candy bar in his pocket melted. When he was standing next to a magnetron he realized that the electromagnetic waves could be used to cook food. So in 1945, he patented the microwave, no one would immediately connect a radar unit and a microwave. But it's interesting the first microwave was appropriately called the radar Grange. So what you want to do is you



13:27


want to make sure



13:28


that you write or record your thoughts that can be done with a journal, and a pencil or pen, it can be done on your phone, with a memo recording program, whatever it may be, get your thoughts down into something that keeps them good ideas can be so fleeting and hard to recall. So you got to find a way to record them later with a concept called mind mapping, but if done right without any initial judgment of ideas, Mind Mapping can be a very useful tool for individuals and groups to rapidly lay out a basic framework for addressing issues. I even use this with undeclared majors, undergraduate majors to map their life, strengths, weaknesses, skills and experiences and by the end of the exercise, they had a better idea of the major or type of major that would work well for them, even the design of their mind maps offered clues. If you'd like to learn more about this, there are


books by a man named Tony Bizet can be used ewz a n and I would encourage you to check it out. There are a number of websites online as well that will give you more information I like to say, we need to daydream we need to hallucinate. So if you know an interior designer, or a landscape architect, let's just say an interior designer, what happens? That person comes into a room. And so it's an empty room, there's nothing there. And the interior designer will say, Oh, well, you know what I could, I could see that we could put a couch over here and an end table here. And what we can do is put a, I can see a nice painting over on this wall. And they start to what hallucinate to daydream they're seeing in their mind's eye, what the room could be. Now, what would you do with this flat piece of land with a lake on it? In Walt Disney World, and Epcot Center in Orlando, Florida,

 16:11  
that

 16:12  
is what went around that lake.

 16:19  
rallying,

 16:20  
dreamed up Harry Potter while sitting on board a British Rail trip, Harry and friends got to Hogwarts for training, using the train platform nine and three quarters, famously located in London's Kings Cross Station.

 16:41  
Asked Questions. So how did the situation develop? What is the perceived problem? And what is the real problem? When did it begin? Who were the people on all sides of this issue? Which actions have been successful elsewhere? And are they able to be adapted here? Where can the best resources be found to address this problem? and viewpoints? Go on an observation tour. Cross fertilize your thinking by learning about other disciplines and subject matter. Sit, listen and observe people in in parks. If you're in an academic

building, in an academic building, the student center at lunch, wherever, observe, sit, listen and observe or go to an event that you normally would not attend. For instance, events sponsored by the local Chamber of Commerce or Technology Council or a nonprofit organization, what new projects are in the works? Step out on your own and put yourself into other people's shoes. Combine things. So my sister used to have a suitcase that look just like this. Just like a blue Samsonite suitcase. But somebody came along and said, look at that. rollerskates I wonder how we could combine roller skates and suitcases. I mean, rollerskates are for people, right? But here's an object, a suitcase. And what did they do? They came out with a rolling suitcase. You can't beat that. That's a great adaptation, bringing two things together to solve a problem. People were tired of lugging suitcases through airports. They wanted something that would move their luggage more easily, and hence, the wheels were put on them. So in the Midwest, although we have I live in the Mid Atlantic states and we have had tornadoes, middle Midwest, those if those of you who live in the Midwest, are more used to seeing these types of things. And they're destructive. I come down and absolutely destroy a person's home or business that can destroy whole communities. So something I asked some students at a university to do. It was a university where there were tornadoes that would do destructive damage in their area.



19:55

So I said,



19:58

exercise I want you to combine A couple of things. So first of all, I want you to take a Pez dispenser. Sounds crazy is anything right? You know what Pez dispensers are the little candies? These are all based. The ones on the screen are all based on Toy Story. So I said, you take those, and I want you to combine the idea of a Pez dispenser, with a hay baler. A hay baler is something that takes cut hay from the field, gathers it up, pushes it together into a rectangle and ties it and then he Jacks it out of the back into a wagon. So I said what are some things that how can you combine these two? So that when if a tornado would come through, is there a device and invention that would help to rebuild quickly? And it was interesting because we talked a little bit about things like self healing concrete, a certain which, which involves a certain type of bacteria. When added to concrete when a cracked develops, the bacteria move in to close it up. But with this, some of the students came up with things like oh, okay, the Pez dispenser, you open it up and the Pez pushes out. So maybe there'll be some way if we had a unit the size of the hay baler that would gather up the materials that are needed to make concrete and then it would dispense bricks like a Pez dispenser, out the back, and that they could quickly put something

together that way. Of course, now there's there's 3d printing of buildings of concrete buildings, but all sorts of things. So this is just an idea of this, you know, to take two crazy unrelated things and Okay, how can we combine them? Right? Yeah, have to realize that some ideas need to simmer. Just like a good stew or a soup. The ingredients for solving a problem often need a bit of time to simmer, the flavors seep into each other. Sometimes you only get a fragment of an idea that needs to sit a while until another piece of the puzzle reveals itself. Through you, or through friends, a TV show a book or a dream. Remember, pay attention to your dreams as you work through a problem. Another thing you need to keep in mind is persistence and chance. After the 27th publisher rejected his first manuscript, Dr. Seuss, walked dejectedly along the sidewalks of New York, planning to burn the book in his apartment incinerator. on Madison Avenue, however, he bumped into Dartmouth friend Mike McClintock, who that very morning had started a job as an editor in the vanguard press children's section. Within hours, the men signed a contract. And in 1937, Vanguard press published and to think that I saw it on Mulberry Street, which launched the extraordinary literary career of Dr. Seuss. He said, If I had been going down the other side of Madison Avenue, I'd be in the dry cleaning business today. He later said, Now, I have a statistic that by 2015 now that's six years ago 2015 his books had sold over 650 million copies in 95 countries. And I'll tell you, I read the Wall Street Journal and on Saturdays, they have best selling books and I often, in the top 10 fiction books, there is at least one and sometimes up to three or five Dr. Seuss books. That's how well they continue to sell. persistence. So some books and apps that may help you to think differently to think was a book called How to think like Leonardo da Vinci. Seven Steps to genius every day is the author's name is Michael gelbe



25:00

artist, New York Times bestseller by Austin kleon. He says in this book, every new idea is just a mash up, or a remix of one or more previous ideas. You know, the Apple iPod, who was used already available, the miniature parts were available, and an apple combined all these miniature parts in a unique way. And the iPod eventually led to the iPhone. The myths of innovation by Scott Berkun great book. He's funny, and I think you would really enjoy reading through that rate of genius by Eric Weiner. He looks at various cities around the world and why they became hubs for creative people. Florence, Italy, has one. So if you're you have an interest in that type of thing, then he's funny, but he had any great insights. But it's just very interesting how these hubs would just draw in more people. It's called the creative wolf pack you can download on your iPhone or Android. It's by a man named Roger von Eck. And it's actually based on a book that he published called a whack on the side of the head. And it offers that this app offers 64 strategies to provoke and inspire. He'll mentioned combine ideas, which I already mentioned to you. Combining unusual ideas is the heart of the creative process. inventors can combine components to



craft new products like Gutenberg joined together the wine press, and the coin punch, to create movable type, and the printing press, and so on. And that that that particular section will go on, you can read more. And then as questions things that make you think, Steve Jobs, that creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty, because they didn't really do it, they just saw something. It seemed obvious to them after a while. And that's because they were able to connect experiences they've had, and synthesize new things. And the reason they were able to do that was that they've had more experiences, or they have fought more about their experiences than other people. Creativity is just connect. This is a book that I wrote, and I have a chapter in it on creativity, the little nuts and bolts guide to professional skills in the workplace. And you can look it up at [intern.cube.com](http://intern.cube.com). Or joining me for this session on creativity. If you'd like to reach out to me, feel free to email me and visit my work websites. If you want to learn more about what I've done, you can go to either those websites that are shown and click on the



28:47

about section and that'll give you a little more information. So thank you so much and I hope you'll take away at least one or two nuggets that will help you to be more creative.