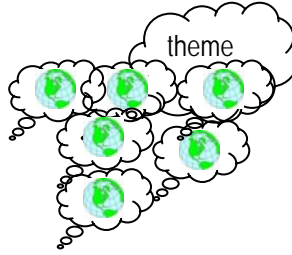


## George Parker's 7 Steps to Creation<sup>®</sup>

*Think high risk, act low risk*

1. **Pick a theme.** Decide upon a general area within which you are going to create results.
2. **Be creative and imagine MAAAAAANY ideas.** An opinion is not an idea. A concept is not an idea. An opinion is what you think of an idea. A concept is a general, abstract image of a result. Creating ideas of the future works a lot like taking a walk down memory lane. You create **Concrete, Highly recognizable and Inspiring (CHI)** images by 'hyperlinking' through your mind. Add anything you like, leave out anything you think is uninteresting. Don't limit yourself to what you think is 'realistic'. People have learning capabilities. So there's a high probability that anything you think is impossible now will be possible some day in the future. Use anything you can think of to trigger more ideas.
3. **Sleep over it.** Take some distance.
4. **COMMIT to 1 idea.** This is your **CHI-goal<sup>®</sup>**. You envision a concrete event that is the end result, the outcome of all your efforts. A CHI-goal excites you as if you were a kid just by thinking of it..
5. **Verbalize the essential characteristics of your CHI-goal<sup>®</sup>.** The essential characteristics are your primary focus points. Once you are aware of those you can take the next step. Those characteristics could be anything varying from an abstract quality to a concrete property.
6. **ACTION! Create a Survival Version<sup>®</sup>.** You've envisioned a CHI-goal<sup>®</sup> without considering limits. Create a micro-version of your bigger goal within the limits of money, time and capacity. But INCLUDING the essences of your CHI-goal. Improvise. Be inventive. Any small scale experience looking like your goal will nurture your belief and provide you with new information, knowledge and skills for your next step.
7. **LEARN!** Look at the effects of step 6 and compare them with what you set out to achieve. What worked, what didn't. What did you learn? Incorporate that in your next action. Create the next event.



A summary of the Big Book of Creativity (not translated yet) is available on my website.

[www.georgeparker.nl](http://www.georgeparker.nl)

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# CREATIVE LOG

Survival Version<sup>®</sup>

"If you're out of ideas it doesn't mean there aren't any ideas."

## The Magic Story: Anything is possible

Imagine walking through a Magic garden. It's very special because every thought materializes immediately. Just by using your imagination you can create any shape you like. And erase anything you don't like. You feel very comfortable because you know that once you have a vision, however impossible it may seem right now, will create the knowledge, means and skills to make it come true.

Make your notes below.

*"Any brilliant idea is preceded by hundreds of seemingly useless ideas."*

## Bend the rules

Unconsciously we stick to the rules or our own set of rules. The problem is that we're so used to many of the rules, we don't even notice that we're following them. Whenever you encounter a problem of some sort it can only exist as long as you keep repeating what you did before, holding on to your old rules. We can easily see that we, and our rules, are part of the problem because others would experience difficulty in the same situation. They probably use a different set of rules. Don't grow attached to beliefs and paradigms. That looks like a contradiction because one of the characteristics of a belief or paradigm is that you are attached to it. But allow yourself to take direction over your own beliefs. Turn them around and play with them. Before they play with you and rule your life.

*"Avoid focusing your creative energy on what's 'true' or 'false'. Use it to generate more ideas."*

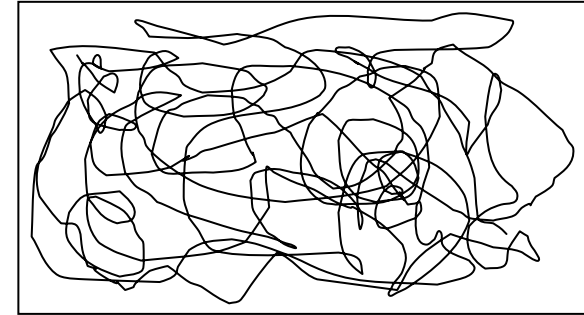
## Diagnosis: the right problem

Any situation is the result of many, many influences. A problem is just a product of those forces. The origin of the problem may lie in the past or in a different space than the moment and space you are looking at. It's just like having a headache. It's no problem taking a painkiller, but if you don't analyse what's behind your headache you might become addicted to painkillers. And you might never tackle the true problem that caused the headache like wrong food, too little sleep, too much work, relational problems, too much on your mind, etc.

Look at a problem and write down the essence of the problem. Ask yourself what influences were in play causing this situation. Deal with the causes, not the symptoms.

## Warming up exercise

Take a piece of paper and randomly draw lines on it. It should look like this:



Start staring at it through your eyelashes and start up your inner screen. Slowly you will start to see many familiar shapes. If they don't come naturally start to fantasize and maybe add some lines. Loosen up your thinking.

*"Don't be scared by the impossible or the absurd. Everything that's perfectly normal now was an impossible or absurd idea somewhere in the past."*

*"Most 'facts' are opinions. Don't let them hold you back."*

### Crossroads: Use what's already there!

There are many tasks that you perform. And you use different qualities or skills for every task. If you execute task A you might sometimes forget to use a quality/skill that you use for an entirely different task (B). You might find surprising solutions to problems once you start using qualities/skills for task A to execute task B.

First fill in 5-10 tasks you perform. After you've finished that start writing down what kind of qualities/skills you use for that task. For example: Task A might be 'Chairmanship', the quality might be: speaking in public, analytical skill, time-management. Once you've completed that fill in some problem areas and combine them with new qualities or skills.

	Problem Area 1	Problem Area 2	Problem Area 3	Problem Area 4	
Task A	Quality/Skill A1, A2, A3, etc.				
Task B	Quality/Skill B1, B2, B3, etc.				
Task C	Quality/Skill C1, C2, C3, etc.				
Task D	Quality/Skill D1, D2, D3, etc.				
Task E	Quality/Skill E1, E2, E3, etc.				
Etc.					

*"Someone with a new idea is a loser until the idea succeeds." (Mark Twain)*

*"Don't be distracted just because of difficulties. Keep your thoughts focused on the effect"*

## Hands, Heart, Head: different intellects

We knew about IQ and thought it determined our intellect. But over the last decade our EQ (Emotional intelligence) has been revived again. We acknowledge the power of social intelligence. And there's also something like PQ as I would like to call it: physical intelligence. Some people are very good at doing things with their hands or taking action where other would rely on analysis.

We can't solve every problem in our heads, sometimes we must use our hearts (EQ) or actions (PQ) to cope with a situation and find satisfying solutions. Imagine a variety of situations you have been through. Make notes of the intelligence you used. Maybe you are very versatile in finding solutions already. Maybe you find you overuse your head, or heart, or you're too fast in taking actions.

*"Working around creative people will boost your own creative skills. Select them well. Or change their attitude."*

*"I don't understand why people are afraid of new ideas. Personally I'm afraid for the old ones." (John Cage)*

## Crossovers: Act like someone else

As a child we had no problem mimicking other people! We could switch from being a cowboy or nurse to a teacher, father or mother. Or from a good person to a criminal. We needed no time, just our imagination. And maybe some clothes.

And we had no idea that this was one of the most powerful ways to examine new ideas and possibilities.

Write down your top ten list of favourite people. Or more if you like. The names can refer to rock stars, actors, writers, politicians, philosophers, either dead or alive. But you can also write down people you actually know or have known: family, friends, colleagues.

Then pick out one. Act as if you live his or her life. And look at your own problems.

Ask yourself: how would he/she look at this problem? What kind of ideas would he/she have? If you would meet him/her, what would she/he say to you?

*"You are not your emotions, thoughts or creations. You're the producer."*

*"Embarrassment is the enemy of creativity. Don't ever be afraid of making a fool of yourself."*

## The Oracle: The art of QUESTIONing

A question directs your brain in a certain direction. If you ask yourself: *"Why don't I have success and that particular area?"* your brain will come up with answers why you DON'T succeed. That's what you asked for!

But if you ask *"What actions can I take to succeed?"* your brain will come up with ideas to take successful actions.

A question is a starting point for a quest. The more precise you are, the higher the quality of the answers.

What is it you want to know right now? What do you need? Write down the question.

First take out some time and search your own brain. Write down whatever ideas surface. Then take the question (that might have evolved to the next level and is even more precise) to a group of other people and read the instructions for the Pow-Wow somewhere else in this booklet.

*"Be strict in relation to the result you are going to create. Be gentle in relation to the way you are going to create it."*

*"DO or DO NOT. There is no TRY! (Yoda in Star Wars)"*

## The Quintessence – use a Metaphor

Sometimes a problem can be so complex that it's just driving you crazy.  
Try to simplify the situation. You might want to use a metaphor to describe the essence of the problem. If your problem were

- An animal
- A building
- A piece of music
- A sport
- Etc.

how would you describe it?

*"Being insecure, excited and probably a little bit sick are healthy by-products of change. If you are in a process of transformation and you're not experiencing one of those symptoms you're probably just repeating the past."*

*"If you make one idea out of a hundred come true you're an extremely productive human being."*

## Pow-Wow: the Groupmind

Not too many people have had experiences with true Dialogue.

A discussion is something different than a dialogue. In a discussion we produce opinions. In a dialogue we produce new ideas. The Indians had a technique that they called Pow-Wow. A group of people gathered to solve the problems of the participants. Anyone could share their issue with the group.

The procedure was simple. They took a talking stick or a talking stone. They only one allowed to talk was the one holding the stick or stone. The rest listened. A person could only speak when it was an improvement over silence. They didn't argue. They just spoke out loud the words or images that came to mind. They trusted their intuition. They trusted the groupmind. And they trusted the intelligence and imagination of the one asking the question.

This is a very powerful technique. And once you've been trained in doing this you will be able to tap into a very powerful (human technology as I call it) database. You have to overcome your urge to argue, you have to postpone your judgement, you have to get rid of your need to explain. Try it with a few people you trust. Explain how it works and you'll be amazed.

*"You can create anything, just not everything."*

*"Dream at night and you will digest your past. Dream awake and you will create your future."*

## Corporate and personal taboo's: Get over yourself

There are things in our lives we would never do! Right?

Wrong!

There are things we would never do in particular circumstances. But in another context we have no problem with those thoughts or behaviour.

Write down five of your taboo's. Some corporate taboo's are: loosing time while doing nothing, be a looser, under-dress, etc. Personal taboo's can be anything depending on your culture. You might have problems being direct to people, or avoid at any cost looking stupid.

Whatever your corporate or personal taboo's are: write them down carefully (you might want to take a few weeks to watch yourself avoid thoughts and situations and observe your difficulties with behaving in a certain way).

Look at them. Any of those taboo's will come in very handy in certain situation. You might still have difficulty with them but they can be very, very effective once you apply them.

So get over yourself and be aware that a taboo can also be a creative block.

*"Your logical mind will bring you to what you think is possible. Your imagination will take you will beyond that."*

*"No creation will last forever. That's even more true for limitations.."*