

Contents

Preface	xi
PART ONE: FIND YOUR OWN CREATIVE MIND	1
Six Greatest Ideas for Creativity and Innovation	3
Idea 1: Four ways of causing something new to exist	4
Idea 2: Is it new in this context?	6
Idea 3: What is innovation?	9
Idea 4: A community of creativity	10
Idea 5: Six barriers to creative thinking	11
Idea 6: Checklist for creativity and innovation	13
Ten Greatest Ideas for How Your Mind Works	15
Idea 7: Inside your head	16
Idea 8: The mind at work	19
Idea 9: Analyzing, synthesizing and valuing	21
Idea 10: Decision making and problem solving	24
Idea 11: The depth mind in principle	25
Idea 12: Checklist for listening to your depth mind	27
Idea 13: The whole person thinks	28
Idea 14: Integrity	30
Idea 15: Why integrity matters in innovation	32
Idea 16: A clear conscience	33
Seven Greatest Ideas for Developing Your Mind	35
Idea 17: Learning to trust your intuition	36
Idea 18: How intuitive are you?	38



Idea 19: Case study – Ludwig van Beethoven	39
Idea 20: Clear thinking	40
Idea 21: Imagination	41
Idea 22: Holistic thinking	42
Idea 23: Developing your thinking skills	44
Follow-up test	46
PART TWO: DEVELOPING CREATIVE INTUITION	49
Ten Greatest Ideas for Opening Your Mind	51
Idea 24: Curiosity	52
Idea 25: Listen for ideas	54
Idea 26: Reading to generate ideas	56
Idea 27: Creative reading	58
Idea 28: Keep a notebook	60
Idea 29: A useful tool for creative thinking	62
Idea 30: Your own ideas bank	64
Idea 31: Suspend judgement	66
Idea 32: Choose your thinking companions carefully	68
Idea 33: Negative capability	71
Fourteen Greatest Ideas for Thinking Outside the Box	73
Idea 34: Practise serendipity	74
Idea 35: The art of making discoveries by accident	76
Idea 36: Chance favours the prepared mind	77
Idea 37: Be open-minded and receptive	79
Idea 38: The untrapped mind	81
Idea 39: The holistic mind at work	83
Idea 40: Leaders need imagination	85
Idea 41: Imaginative thinking	86
Idea 42: Imaginative abilities of the mind	88
Idea 43: Exercise your imagination	89
Idea 44: Imagination in action	92



viii 100 Greatest Ideas for Amazing Creativity

Idea 45: Imagination in perspective	94
Idea 46: Quantity or quality?	96
Idea 47: Case study – Thomas Edison	98
Follow-up test	100

PART THREE: HOW TO BE MORE CREATIVE 103

Seventeen Greatest Ideas for Creative

Thinking Skills 105

Idea 48: Four phases of the creative thinking process	106
Idea 49: The Eureka moment	108
Idea 50: Use the stepping stones of analogy	109
Idea 51: Case study – The Buddha's statue	112
Idea 52: Make the strange familiar	113
Idea 53: Make the familiar strange	115
Idea 54: Widen your span of relevance	117
Idea 55: Keep your eyes open	120
Idea 56: Observational skills	122
Idea 57: Test your assumptions	124
Idea 58: Do not wait for inspiration	127
Idea 59: Leave a candle in the window	129
Idea 60: Case study – James Watt	131
Idea 61: Working it out	134
Idea 62: Drib, wait and obey	136
Idea 63: Sleep on the problem	139
Idea 64: Think creatively about your life	142
Follow-up test	144

PART FOUR: CREATIVE LEADERSHIP 147

Nine Greatest Ideas for Your Role as Creative Leader 149

Idea 65: Your basic role as team leader	150
Idea 66: Task, team and individual	152
Idea 67: The three circles interact	154



Idea 68: Eight functions of leadership	156
Idea 69: The decision-making continuum	159
Idea 70: Seven qualities of leadership	161
Idea 71: Leadership qualities test	163
Idea 72: Humility in action	165
Idea 73: Five qualities of creative leadership	166
Twelve Greatest Ideas for Motivating the Creative Individual	171
Idea 74: Selecting creative people	172
Idea 75: Ten things a creative person ought to be	175
Idea 76: How to recruit and retain creative people	176
Idea 77: Seven obstacles to creativity	178
Idea 78: Characteristics of innovators	180
Idea 79: Team creativity	182
Idea 80: Brainstorming	184
Idea 81: How to lead a brainstorming session	187
Idea 82: Team creativity in action	189
Idea 83: How to criticize other people's new ideas	191
Idea 84: Building on ideas	194
Idea 85: Expectations of creative people	196
Follow-up test	198
PART FIVE: TURNING IDEAS INTO IMPROVED PRODUCTS AND SERVICES	201
Eight Greatest Ideas for Building Innovative Organizations	203
Idea 86: Real commitment from the top	204
Idea 87: Successful innovation	206
Idea 88: Harvesting ideas	209
Idea 89: Suggestion schemes	212
Idea 90: Quality circles	214
Idea 91: Success factors for quality circles	215



x 100 Greatest Ideas for Amazing Creativity

Idea 92: Checklist for testing the level of innovation within your organization	217
Idea 93: The importance of training	219
Seven Greatest Ideas for Leading and Managing Innovation	221
Idea 94: Making your organization good at innovation	222
Idea 95: Plough up the ground	226
Idea 96: Market your ideas	228
Idea 97: Have a practice run	230
Idea 98: Make change incremental	232
Idea 99: Communicate about innovation	233
Idea 100: Leadership is essential	235
Follow-up test	237
Appendix	239
Nine dots, six matchsticks and six coins solutions (Idea 7)	240
Solutions to analogy exercises (Idea 50)	241
Solution to invention/occupation exercise (Idea 54)	243
Answer to the secret of Japanese success (Idea 88)	243
Answer to suggestion scheme exercise (Idea 89)	243
About John Adair	245
Index	247