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Week Three Creativity Tool



#1 New Release in Creativity Tools

160 Minutes w/ Friedman

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Product Description

Week 3 Tool - New Tool Added and Thoughts Before Use

- Dr. George Land → Creative test at NASA that showed creativity heavily decreased as you age
- Thought back to when I was younger, and it seems like I was full of ideas and didn't really care about others' opinions of me. Thought back to my Rainbow Loom bracelet stand when I was 10.■

- Creativity is unlearned
- C4 Process
- C1 = clarify → must figure out problem that needs creatively solved, "How can I make ____ more ____?"
- C2 = divergence → generate a ton of ideas, must have fluency, flexibility, originality, and elaboration for good range of ideas.
- C3 = Convergence → ask really good questions to narrow down ideas → Novel, Challenging, Purpose, Practical LAST
- C4 = choose → do it, MAKE IT HAPPEN!

- #1 barrier hindering creativity is failure to ask questions → we are told no as a kid a lot
- Thought about how high school really hindered my creativity. Everything had to be done a certain way and I got good at that.■

- VOJ = fear of people criticizing you → SILENCE
- Does it really matter what anyone thinks of you?■

- VOR = rational decision making
- PDA = professional differential advantage
- Personal Branding = what people think + say about you behind your back
- Initially thought of what I want to be known as but is that really true.■

- Names
- Could be occupational, personal characteristic, geographic feature
- Patronymic = fathers side
- Matronymic = mothers side

- Elevator image = brand message + picture
- Who you actually are and are always
- Use empathy research to arrive at your image - tell me a story when I was most me

Tool Description

This week 3 tool helps me understand the creativity cycle through our lives and how we slowly become less creativity due to our environment. This tool also helps me with the C4 creative process and how to do each step correctly. This tool also helps to remind me of the importance of asking questions and silencing our inner judgmental thoughts with ourselves. Furthermore, the tool helps me with my personal brand image and how I can figure that out in order to show the world what I have to offer.

Customer Reviews

★★★★★ Verified Student

Thought back to when I was younger, and it seems like I was full of ideas and didn't really care about others' opinions of me. Thought back to my Rainbow Loom bracelet stand when I was 10.

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Does it really matter what anyone thinks of you?

★★★★★ Verified Student

Initially thought of what I want to be known as but is that really true.

★★★★★ Name Research Assignment

Verified Student

This assignment allowed me to further explore the meaning of my name. It was cool to see what my name means; however, I am not sure if it really helped me with my personal brand image.

The email format, I think, is an improvement from the first awful email, but still some work needs to be done. The email is a lot shorter compared to my first and a lot easier to read, with the bullet point being present. It's organized and easier to understand. However, the email is lacking overall creativity. It gets the job done, but is not great. My email signature is bland and the same as everyone else's. Also, the subject line and contents of the email are boring and don't express who I am very well.

ESP252A Name Research - Bennett Geissler

B Geissler, Bennett <geisslb@miami.edu>
to Jim ▾
Hello Dr. Friedman,

I researched the origins and meanings of my first and last names. Here's a concise summary.

Last Name:

- Geissler is a German-based surname
- The occupational meaning of the word is a goatherd, meaning a goat keeper. "geiz" means "goat" and "ler" stands for handler/person who does
- The characteristic meaning can be tied to "noble youth"

First Name:

- My mom wanted something unique and different for my first name
- She also wanted it to sound good with my last name and would say the names together like a sports announcer to make sure it was good

According to the definition I looked up, a noble youth is someone who has high moral values and courage. I would identify myself with this. I'm not sure my first name has much significance, though. I look forward to empathy interviews to dive deeper.

Best Regards, Bennett Geissler

Bennett Geissler
Business Owner
Miami University Class of 2028
Finance/Fintech/Music

Customer image

★★★★★ Practice C4 PB&J

Verified Student

This assignment was my first structured use of the C4. I initially was worried about this because I really was unsure if I'd be able to think of cool ideas and a lot of them. I feel like I'm the type of person who tends to follow things by the book and is less creative because of that, so this project definitely took me out of my comfort zone.

The topic I chose centered around making PB&Js; more fun. They have been around since 1901, yet there has been little innovation. PB&Js; are still very popular but boring. Why not find a way to change this?

The ideation part of this process was a lot easier than anticipated. As someone who doesn't identify as being the most creative, the ideas flowed very well. I was able to come up with 100 ideas in a short amount of time. The main thing that helped was the flexibility aspect - I tried ideating in many different categories relating to my topic. For example, making the cooking process more fun and also making the consumption process more fun. The ideas were things I was impressed with myself for coming up with since they were novel - ideas like a PB&J; fidget spinner and playing dodgeball with PB&Js.; The hardest part for me with the ideation process was not wanting to write down certain ideas. A lot of the time, I would think of some crazy idea and be like, "No way that would work, what's the point of putting it down?". I was able to successfully overcome this, though, and just started writing down everything.

I think where I could have improved was picking more bold ideas. The ding dong ditching with a PB&J; idea is cool but I had a lot more novel ideas. I think my VOJ really took over toward the end and didn't allow me to pick anything that would take me super far out of my comfort zone and require me to put in a ton of work.

 **C4 Project**

Verified Student

This project really helped me nail down the C4 process and affect my life for the better. For this project, I focused on ideating around my business - specifically making content for social media. I did 3 separate ideations for each part of the video structure: the hook, the body, and the call to action.

This project was a lot of work, but in the end, I was able to post 3 separate videos onto my social media accounts. This is something I had feared doing for quite some time, since I would be putting myself out there and would have to think of ways to make my videos creative. This project gave me some comfort in finally posting on social media since it gave me a structured path I could follow to make my content.

This project took me far out of my comfort zone, but I'm grateful for the experience since it is now so much easier to post videos and deal with that aspect of my business. It showed me that the negative things you're worried about happening always end up being less important than what the actual outcome is.

4:43



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Bennett Geissler

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Customer image

★★★★★ Elevator image

Verified Student

This assignment allowed me to get a lot of practice with this new tool. For my elevator image, I used a wide variety of methods to eventually arrive at my image and slogan.

The first thing I did was go through old text messages to see how I interacted with people. The main theme I saw was me saying no a lot. Especially starting last year, my best friend would text me a lot asking to hang out and do other activities, and I said no a lot because I was working on my business. It even got to a point where we had a huge fight and our friendship almost ended (we've known each other since we were born).

I also interviewed some people in my family and asked them to tell me stories about when I was most myself. The main theme that emerged there was how dedicated, ambitious, and hardworking I was, as well as being super detail-oriented.

After gathering this information, I knew the general theme I wanted for my slogan but needed to find a way to actually make it impactful. This is when I used the C4 process to find a slogan. After converging, I arrived at my final statement: Unnoticed work, getting ahead. Here is my final image:



Customer image

Customers say

I was able to get a lot of practice with this new tool. My email format is improving. I really just need to focus on adding more creativity to my emails. In terms of C4, I got some really good practice in and am having no trouble generating ideas. I think the main issue for me is choosing one of those novel ideas. I am too worried about picking something that will take me out of my comfort zone. I was also able to get some good practice with empathy research. I found it pretty hard to silence my VOJ and not tell them why I was interviewing them for the brand assignment. My parents actually thought I had started smoking weed since I was asking all these deep, random questions to them out of nowhere.