

**5 WAYS TO DEVELOP YOUR
CREATIVE THINKING**



MANY OF US, ALMOST BY REFLEX, WILL CLAIM THAT WE “AREN’T THAT CREATIVE.” WHEN WE HEAR THE WORD “CREATIVITY,” WE THINK OF FAMOUS PAINTERS, TECHNOLOGY GURUS, OR ARTISTIC PERFORMERS.

But creative thinking is critical in our daily lives, whether you’re in an artistic field or not. It allows us to provide innovative solutions, to envision alternative perspectives, and to courageously be different. If you’re stuck on how to develop your creative thinking skills, here are a few painless methods to help you get started.

1. STOP THINKING YOU AREN’T “CREATIVE”

Like we mentioned above, creativity is involved in much more than art. And the truth is, anyone can think creatively. It’s not about having some mystical, inspirational flow of creativity pass through you, it’s about sitting down to practice creative thinking. It’s possible to strengthen your creative thinking like you strengthen a muscle, but it takes consistent effort the way a muscle would as well.



2. SILENCE YOUR INNER CRITIC

Here's a simple truth about creativity: often, you need to toss out a hundred bad ideas for every good one. But the thing is, you're never going to get to that good one if you're constantly belittling your own ideas, going back to fine-tune them, and playing the perfectionist.

The beginnings of a creative venture aren't a time for editing, they're a time for being brave. They're a time to take risks, be unconventional, and think outside the box. Don't forget that some of the most successful ideas in the world have deviated from the "norm."

So give yourself space to be really bad. Bad ideas are the key to creativity: they spark ideas, unbundle your flow, and give you building blocks for future great ideas.

BLOCK OFF TIME IN YOUR CALENDAR

We can hear you complaining now: who has time to be creative? Who has time to throw out hundreds of bad ideas just to find a good one? Well, you'd be surprised how much free time you've got when you block it off in your calendar. If you truly feel like creative thinking is important (and you should!)...why don't you give it the same focus you do for strategic planning or critical meetings? Feel free to call this time whatever you want, and to move it around depending on the rest of your schedule. But make sure it appears on your calendar regularly.

GIVE YOURSELF TIME TO THINK

This sounds a lot like the previous tip, but it's worth emphasizing: creative thinking requires space and time. Creative thinking comes slowly, and sometimes the idea you need doesn't come to you the first time around. But giving yourself time to think, to open yourself up to new ideas, is absolutely necessary. Most importantly, you need to allocate enough time that you don't feel pressured, as pressure is the enemy of creative thinking.



GET OUT OF YOUR OFFICE

Sure, you'll probably want to start the creative thinking process on your own. But at a certain point, it's hard to be creative in a vacuum. Every great thinker needs someone (or several someones) to bounce ideas off of. Find a team you can generate ideas with, a space where everyone's contribution is valued.

In a similar vein, when you start to feel stuck, it may be time to get out of the office entirely. Try taking a walk, grabbing a coffee, or meeting with a friend. Inspiration often strikes when we least expect, and our mind sometimes finds the perfect solution to a problem just

as we've decided to stop thinking about it.

At Hundred, we're all about finding imaginative ideas to move forward in life—and creative thinking takes us a step closer to generating creative solutions we need. Set aside time to dream and imagine, make creative thought an ingrained habit, and learn just how helpful a little creativity can be. Need help organizing your life enough to fit in a passion project or to finally make time to achieve that goal?

Our life coaches are experts in this area and are ready to help!

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