



# creativity

## T O D A Y

**tools for a creative attitude for business, education, industry, training, development, government, consultants, workers, thinkers, meetings, co-creation, design, health, sustainable growth, handling costs, art, technology, raising children, production, peace keeping, city marketing, peak performance, flower arrangement, dialogue, business blind dates, sports, pharmaceuticals, writers, travelling, reducing risk aversion, cleaners, experimentation, globalists, industry cross-overs, profitable losses, networks, commercial care, brotherhood, architects, strategy, religion, wealth, marketing, distribution, fashion, space discovery, company jesters, administration, corporate soul, nature, stubborn people, cultural diversity, media coaching, lovers, politics, let's, water management, United Nations, car, ement, cooking, prosumers, rappers, fac, gging, sales, traffic, innovative capacity, police, professional fun, the future, win-w**

Now including  
**CREATION  
TODAY**  
new vision on  
organisational  
development  
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## CONTENTS

indicates insight pages

indicates training pages

|   |            |
|---|------------|
| Welcome                                       | 7          |
| <b>Chapter One • Understanding Creativity</b> |            |
| Five Misconceptions about Creativity          | 11         |
| <b>Creativity Test</b>                        | <b>14</b>  |
| <b>Chapter Two • A Creative Mind</b>          |            |
| Human Thought                                 | 19         |
| Basic Creative Skills                         | 24         |
| <b>Practising Your Creative Skills</b>        | <b>35</b>  |
| <b>Chapter Three • The Creative Process</b>   |            |
| Starting Phase                                | 50         |
| Diverging Phase                               | 50         |
| Converging Phase                              | 50         |
| <b>Creative Process</b>                       | <b>53</b>  |
| <b>Chapter Four • The Starting Phase</b>      |            |
| Starting and Getting Started                  | 57         |
| Problems and Opportunities                    | 58         |
| Starting Consciously                          | 60         |
| The Exploration Circle                        | 61         |
| <b>Starting Phase</b>                         | <b>69</b>  |
| <b>Chapter Five • The Diverging Phase</b>     |            |
| First Round, Second Round                     | 81         |
| Diverging Techniques                          | 84         |
| Presuppositions                               | 85         |
| Direct Analogy                                | 88         |
| Superhero                                     | 92         |
| Personal Analogy                              | 94         |
| Random Stimulation                            | 97         |
| Free Incubation                               | 100        |
| Guided Imagery                                | 103        |
| When to Use Which Technique?                  | 106        |
| <b>Diverging Phase</b>                        | <b>110</b> |
| <b>Diverging Techniques</b>                   | <b>110</b> |
| <b>Resociation</b>                            | <b>110</b> |
| <b>Case Studies</b>                           | <b>118</b> |



## Chapter Six • The Converging Phase

|                                      |            |
|--------------------------------------|------------|
| Choosing                             | 130        |
| Selection Techniques                 | 133        |
| The COCD Box                         | 134        |
| Development                          | 139        |
| Designing                            | 142        |
| Judging                              | 143        |
| Enriching                            | 146        |
| Syntegration at the Ideas List Level | 149        |
| Activation                           | 151        |
| Motivation                           | 152        |
| Outside World                        | 154        |
| Action Path                          | 155        |
| <b>The Converging Phase</b>          | <b>162</b> |
| <b>Focusing</b>                      | <b>162</b> |
| <b>Letting Go</b>                    | <b>163</b> |
| <b>Syntegrating</b>                  | <b>164</b> |
| <b>Decisiveness</b>                  | <b>165</b> |
| <b>Practising Having Guts</b>        | <b>166</b> |
| <b>Developing Your Intuition</b>     | <b>167</b> |
| <b>The COCD Box</b>                  | <b>168</b> |
| <b>Case Studies</b>                  | <b>169</b> |
| <b>The Nearling</b>                  | <b>181</b> |
| <b>Activating</b>                    | <b>182</b> |

## Creation Today

|                                   |     |
|-----------------------------------|-----|
| The World is in Motion            | 192 |
| Variation and Inclusion           | 193 |
| Organisations Playing             | 194 |
| Implicit Process                  | 194 |
| Three Principles                  | 196 |
| Examples as Source of Inspiration | 199 |
| Sportscentrum                     | 200 |
| Heerema Marine Contractors        | 202 |
| Wellantcollege Westvliet          | 206 |
| InAxis                            | 212 |
| PGGM                              | 214 |
| Drechtwerk                        | 216 |
| new shoes today                   | 220 |
| Inspiration for the Road          | 225 |
| Exercises and Answers             | 227 |
| Thank You                         | 235 |
| Literature List                   | 236 |
| Index                             | 238 |

## DEAR READER AND CREATOR,

### Welcome to Creativity Today...

This is your book if you would like to generate new ideas more easily or if you are looking for tools and techniques to enrich your ideas further. Or is your purpose to coach creative sessions with groups or to apply creativity in organisations? In these pages you will find a hands-on approach for these activities too. It is all here for you, now!

*Creativity Today* is the international version of the book that marvelled tens of thousands of managers, teachers and students in The Netherlands and Belgium. In no time *Creativity Today* became the standard by which others are measured. It has facilitated breakthroughs in business and education alike.

*Creativity Today* is clear, practical, fun and rich with twenty years of experience. It will be your personal creativity coach, bringing you ideas, exercises and inspiration. You will be encouraged to grasp the essence, to put into practice what you've learned and to inspire others. *Creativity Today* will bring you all the answers to your challenges TODAY.

Igor Byttebier & Ramon Vullings

### ... and Welcome to Creation Today

*Creation Today* invites you to envision organisations and organisational development at a deeper level of awareness. How do organisations evolve when we know that reality changes every instant? How will we create new organisations tomorrow?

Through seven organisational cases you will follow the line of thinking, feeling and acting of new leaders of change. You will learn to discover implicit processes in your own organisation and how to use inspiration, co-creation and experimentation as energisers for change.

*Creation Today* appeals to your responsibility as the creator of your own reality and invites you to apply your newly gained insights to your own organisational environment.

Godelieve Spaas & Igor Byttebier

