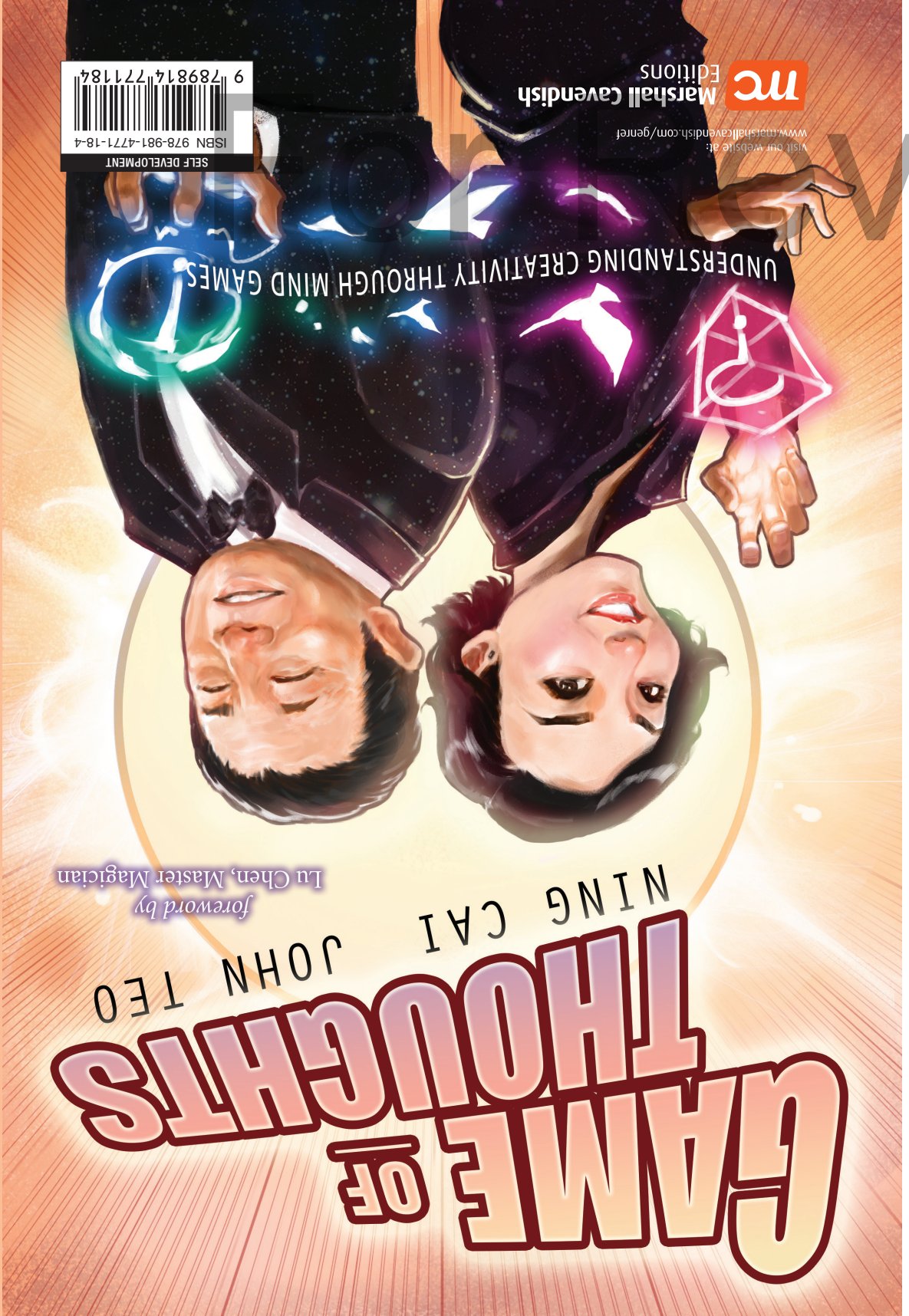


On this fun-filled journey into the secrets of creativity, your guides are two of Singapore's most celebrated magicians. Let them unlock your imagination and light your path to success.

Ning Cai, a nominee for the Singapore Literature Prize 2016, is a bestselling author of four books. As her stage alter ego 'Magic Babe' Ning, the celebrity magician has showcased her unique brand of magic, illusions and escapology to an international audience and has been watched by millions. A TEDx speaker, Ning is a passionate motivational speaker and also serves as a committee member for the SCWO Women's Register.

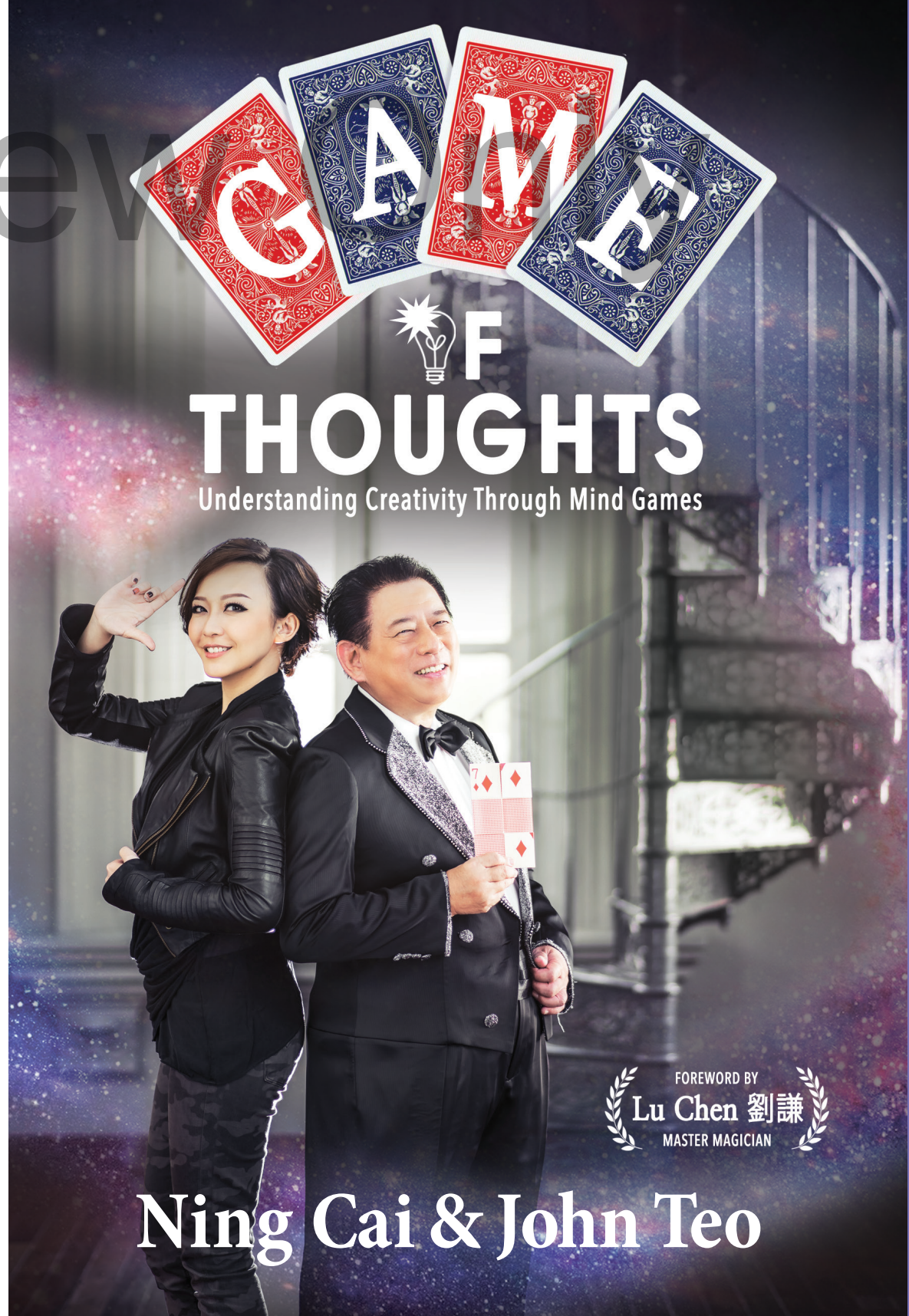
John Teo is currently President of the International Brotherhood of Magicians (Singapore chapter) and a co-founder of the Association of Professional Trainers (Singapore). His creativity enabled him to move up the corporate ladder successfully and won him international recognition in trick invention competitions. John is a much sought-after judge for regional magic competitions.



GAME OF THOUGHTS

Marshall Cavendish Editions **mc**

Ning Cai
John Teo



What is creativity?

Must you be born with it or can it be learnt?

How can creativity help you solve problems, generate ideas, and achieve success in life?

Welcome to the **Game of Thoughts** — where creativity is brought to life through a series of fascinating games and activities.

Learn how to unleash the creative you, and apply a wealth of techniques to turn any kind of adversity into opportunity.

Packed with brain teasers, puzzles, conundrums, thought experiments and writing exercises, this one-of-a-kind book will expand your mind, change the way you see things, and turn all your preconceptions of the world upside-down!

FOREWORD BY
Lu Chen 劉謙
MASTER MAGICIAN

Ning Cai & John Teo

For Review Only

GAME OF THOUGHTS

For Review Only

GAME OF THOUGHTS

**UNDERSTANDING CREATIVITY
THROUGH MIND GAMES**

Ning Cai & John Teo

For Review Only

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Dedicated to
You
the reader
– Radiate!
Ning

Dedicated to
my wife Betsy,
who is one of the most
creative persons I know!
John

For Review Only

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ABOUT NING

By John

Even before she officially won a stage magic competition some 15 years ago, I already noticed Ning Cai, a young undergraduate then, passionately performing magic, and actively organising magic events for charitable organisations such as the Children's Cancer Foundation's Hair For Hope initiative. Ning's main objectives then were to find avenues for magic enthusiasts (herself included) to perform and, at the same time, to pay it forward by giving back to society. Such a noble attitude!

Ning won the magic competition not with elaborate props and costumes, but with her special ability to sequence the various effects and craft an amazing presentation that wowed all of us. Lady magicians are few and far between. Ning demonstrated that she was indeed a special breed of lady magician capable of astronomical success if given the chance.

Her opportunity came and I have personally witnessed her fantastic journey from a shy hobbyist to a confident, well-travelled, multi-award-winning magician. She has created never-before-done mega magic events, and set major magic world records, putting our tiny Singapore on the world magic map! She has delivered magic lectures to magicians all over the world, performed for Middle Eastern royalty and done TV gigs across the globe, such as in France, Italy and Japan. She has become the celebrity lady magician, unafraid of being true to herself, of marching to her own beat.

It is clear that Ning is a go-getter who knows what she wants and how to get it. She is as passionate about life in general as about magic. She took a 2-year break from performing to heal her work-related injuries such as her slipped disc.



For Review Only

ABOUT JOHN

By Ning

In that time, Ning has given TEDx talks, got certified as a yoga teacher and as a reiki master and teacher. She is also the recognised author of 2 bestsellers, with her autobiography recently nominated for the Singapore Literature Prize (Singapore's version of the Man Booker). Ning has been encouraging youths and women to “follow your heart because it is your best GPS” and to “live life and not merely exist”. These virtues are what Ning herself stands for. She has been invited to serve on the Women's Register Committee for SCWO (Singapore Council of Women's Organisations) for 2016–18.

Personally, Ning is one of the most creative thinkers and doers I have come across. Her creative talents have enabled her to achieve great success in all fields. I have always wanted to know what makes her “tick”!

So, over dimsum and tea two years ago, when she proposed a collaboration with me to write a book on creativity based on 2 magicians' points of views, and especially with a foreword by her good friend Lu Chen, Taiwan and China's top magician, it was impossible for me to say “No”. Thus, this book was born.

Magic is all about creativity. Enjoy this magical journey into the secrets of creative thinking. We trust you will be inspired to think creatively, overcome adversities and achieve great success in your life!

John Teo

P.S. Ning can be contacted via her site NingThing.com

“So, do you know how it's done?” John's eyes twinkled with boyish delight as I stared hard at the magic trick he had just floored me with. I raked fingers through my hair, thinking furiously as my laughing companion patiently sipped his Chinese tea like an unassuming yet sagely kungfu master, over the typical din of our favourite dimsum joint.

Aha! The perplexing pieces of the puzzle which had flummoxed me finally clicked and I broke into a grin. John had very brilliantly put a creative spin on an old classic in magic, effectively making the trick his own and giving the mystifying effect a punch that could even fool other magicians. Amazing!

Just like his magic, John is an amazing human being. Helping our club grow since 1981 (even before I was born), the well-loved President of the International Brotherhood of Magicians (Singapore) was conferred the prestigious Order of Merlin (Shield) by the International Brotherhood of Magicians (USA) for 35 years of conscientious support.

Also a highly respected board member of the Asian Magic Association and thus frequently invited to judge competitions around the region, John's magic essays and contributions have been published in several books and he is also recognised for his clever award-winning inventions.

Oh, and did I mention magic isn't actually his day job? An engineer by training but also a certified professional behavioural analyst, John has always been genuinely interested in people and human psychology. He attributes his career success to being a people person and thinking out of the box. John believes

For Review Only



that creativity aided him in helping companies get publicly listed and achieving soaring business growth, as well as winning prestigious awards and industry certifications.

After a good 25 years in business and management, John redirected his focus when he realised he could better help others through personal improvement on a deeper level, by training and consultation in leadership and creativity. John became a certified trainer with the International Professional Managers Association UK and co-founded the Association of Professional Trainers (Singapore), also setting up a successful management consultancy and training company with several partners. Amazingly, this family man also finds time to serve as both board member and deacon of the Church of Singapore (Balestier)!

I don't know how he does it, but one thing I do know for certain is that helpful, knowledgeable, innovative and inspiring gentlemen like John Teo are quite the rarity these days... so I'm truly honoured that he has decided to take up this passion project with me.

We hope you enjoy the read and learn much from this journey into your personal brand of creativity. You're getting 2 magicians of different genders from different generations coming together with different styles, perspectives and presentations of creativity. Yet it is all 2 sides of the same coin... er, book. May you, dear reader, find magic within its pages, and thank you, John, for this beautiful gift of friendship!

XO Ning

P.S. John Teo can be reached at johnteo_sg@yahoo.com.sg

For Rev

FOREWORD

By Lu Chen, Master Magician

A few years ago I boarded a Karaoke Taxi.

Yes, you read it correctly – the taxi was equipped with a complete karaoke system. For 20 Taiwan dollars a song, passengers could sing to their heart's content before arriving at their destination. They enjoyed a few moments of imaginary fame with an audience of one. I was not interested, as I preferred some peace and quiet. According to the cabbie, many of his passengers enjoyed this frivolous (isn't it?) pastime during the journey. In the six months the karaoke set was installed, his income increased by 20%.

Just like that, a 20% increase in profit. Combining taxi service with karaoke – two totally different services – this is Creativity. When creativity adds value, it becomes Innovation. That cabbie found a way to provide better service (problem) to increase his income (goal), by bringing in solutions from outside his industry (integrating), thereby solving his problem (problem solving), and adding value.

What you are going to learn from this book is exactly this: How to turn your imagination into reality and benefit from the process.

In this digital age, there is no such thing as “trade secrets”. Every “secret” is on the Internet or in the bookshops. Your competitor knows everything you know. The notion of just “doing the same thing better” is no longer relevant, regardless of the industry you are in, whether you are a cleaner or a taxi driver. An intelligent taxi driver will not try to clock more hours on the road, or spend more time searching for the shortest route to any destination. He will simply be the only one with a machine in his taxi and beat his competitors effortlessly.



For Review Only

This is the power of creativity and innovation. This is the power you need.

Talking about creativity, I believe the magic industry is the industry with the most creative people. You are wrong if you think that a magician's knowledge involves only tricks. Magic amalgamates the knowledge of the world's professions and creative arts. Besides physics, chemistry, optics, psychology, religious studies, chromatics and human behaviour, we deal with technology, politics, dance, speech and drama. The magician has to be creative in every aspect, including the effect of the performance and the execution process, showmanship, image and marketing. Creativity and imagination are essential. Hence, a magician is the best person to explain creative thinking and the skills involved.

You might ask, where do I find a magician to teach me such skills? Do you still have to ask this question now that you have picked up this book? The two authors need no introduction. As President of the Singapore branch of the International Brotherhood of Magicians, John is the authority in the field of magic in Singapore. Together with Ning's extensive professional knowledge and vast experience in performance, combined with her killer body (which has nothing to do with creativity), I cannot think of a better team to pen this book. For the first time, they are revealing THE secret. They will show you that the secret to success lies within you, waiting to be developed. Based on the true meaning of "creativity and innovation" and their definitions, the book expands your creativity through a series of games and tests, even magic (yes, you read that right, the duo will perform some magic tricks in the book!). You will be able to apply these skills to your work and daily life. You will be successful, competitive and happy. It will broaden your mind, and you will see life in a different perspective.

The book is not expensive, because the wisdom within is priceless. Bring the book to the cashier already!

幾年前，我坐上了一台有卡拉OK的計程車。

是的，你沒有看錯，我沒有說錯，計程車上有全套的卡拉OK設備。點一首歌20元台幣，你可以在到達目的地之前，盡情發揮你動人的歌聲，享受當歌星的樂趣，不過當然，聽眾只有一個。我喜歡安靜，所以沒有興趣享受這服務，但是聽司機說，會幹這種蠢事(難道不是?)的乘客很多，這套設備放在車上半年，已經讓他的收入增加了百分之20。

這樣就增加了百分之20的收益？是的，將計程車和KTV這兩種完全不相干的服務結合，這就是創意(creativity)，將創意執行並且產生價值，就是革新(innovation)。計程車司機為了增加收入(需求)，想找創造出更好的服務(問題)，於是採取了與其他領域結合的方式(結合)，成為了解決問題的方法(解決問題)，最後產生價值。這整個將想像力化為真實，並且創造出利益的過程，就是你在本書中將要學到的東西。

在這個時代，為網際網路的原因，已經不像過去充滿了“商業機密”，所有的“機密”都在網路上、書店中找得到，你知道的事情競爭對手都知道。所以“努力把大家都在做的事情做得更好”的時代已經過去了。任何行業都一樣，無論你的工作是清掃員甚至計程車司機。聰明的司機不會花太多努力去工作更長時間，找出更好的路線等等那些別的司機都在做的事情，而是直接在車上放上一台別人都沒有的機器，輕鬆勝過競爭對手，這就是創意和革新的力量。而很明顯的，無論你從事什麼行業，你都需要這種力量。

說到創意，據我知道，我的工作領域可能是聚集了最多創意人士的行業。你要是認為魔術師的專業知識只有魔術那就錯了。魔術是一門綜合了幾乎世界上所有的專業領域及創意的藝術。除了物理、化學、光學、心理學、宗教學、色彩學、人類行為學之外，還有科技、政治、劇場表演、舞蹈、演說等等專業知識。身為一位魔術師，創意得用在每一個層面，包括魔術的效果，執行的方法，表現的技巧，甚至自我的包裝，商業的行銷，市場和客群的開發。沒有一個環節不需要創意和想像力。所以由專業的魔術師來解釋創意的思維及技巧是最適合不過的。

那我要去哪裡找魔術師來教我這些事情呢？你都已經拿起這本書了，不可能問這個問題吧。兩位作者應該不需要我做太多介紹。身為新加坡國際魔術師協會的會長，John的多年研究和智慧無庸置疑，結合Ning的演出經驗和專業知識，還有性感火辣的身材(雖然這跟創意沒關係)，我想不可能有比這更好的組合了。他們將首次對大眾公開多年的秘密，他們要讓你知道，成功的秘訣不存在這世界上，而是在你自己的腦子裡，只等待被開發出來。這本書從“創意與革新”的內在精神和定義開始，藉由許多遊戲和測試，甚至還有魔術(是的，你沒有看錯，我也沒說錯，這兩個人可以透過這本書表演魔術給你看!)，一步一步地訓練你創意思考的技巧。你還將會具備將這種技巧使用在自己的工作及生活中的能力。讓你的事業更成功，更有競爭力，生活也更愉快，心智更寬廣，因為你將會看到一個不同的世界。

書沒多貴，但是智慧無價，拿著手上的書去櫃檯結帳吧！

劉謙

For Review Only

PREFACE

Creativity and innovation are the current buzzwords.

As businesses become more competitive, we are told to be creative and come up with new products and services. As the economy slows down, we are told to find innovative ways to improve productivity.

What is creativity? What is innovation? What is the difference between the two?

Most people have a vague notion that creativity means coming up with new ideas. How do we do that? We are not creative. We think of creative people as those who can draw and paint very well (artists), or those who write music (composers) and play musical instruments (musicians) well. The majority of us have no special talents. How can we come up with new ideas readily?

Because of this, you would expect that courses on Creativity would be very popular. On the contrary, people would rather sign up for courses with titles such as Communication Skills, Negotiation Skills or Presentation Skills than one on Creativity. People believe that being creative is a trait that they are born with. Even if they learn the fundamentals of creativity, they could hardly apply what they learnt.

This book is written to dispel these and other misconceptions. It is designed for you to have fun. As you enjoy yourself, you learn about creativity at

the same time. The book strives to achieve the following objectives with regards to creativity:

- We can all be creative.
- There are techniques that can help generate creative ideas.
- A creative person is a successful person.

In the first segment of this book, you will be taken through an understanding of what creativity is all about, and how you can be creative. You will encounter fascinating puzzles, be intrigued by clever conundrums, and be amused by oddities and impossible objects and situations. Each one of them teaches you an important aspect of creativity.

The activities in the second segment of the book are specially crafted to let you personally experience creative thinking, and convince you that you can be creative!

It is our hope that you learn something about creativity, and become motivated to apply what you have learnt. It will change the way you look at things, and make you a more successful person both in your workplace and in your personal life.

Let us set off on this exciting journey!

For Review Only

SYNOPSIS

This book is about understanding the fundamentals of creativity through experiential learning.

It is divided into 7 sections. Although you can dip into any section and learn something about creative thinking, it is recommended that you go through the 7 sections in the order they are laid out. This will give you a logical progression in your learning journey.

The 7 sections are:

SECTION 1: THE NEED FOR CREATIVE THINKING

This section explains why, if you want to be successful, you need to think creatively.

SECTION 2: WHAT ARE CREATIVITY AND INNOVATION?

This section explains the meaning of creativity and innovation and the differences between them. It also describes how our brain functions and why we think we are not creative. It discusses habits, mental blocks and the characteristics of creative people.

SECTION 3: CREATIVE THINKING AND PROBLEM SOLVING

An issue, a challenge or a problem triggers the need for a solution. This section looks at how, and at which phase of a problem solving process, creativity is involved.

SECTION 4: TECHNIQUES FOR IDEA GENERATION

Various techniques will be described in this section to help you generate ideas.

SECTION 5: APPLICATIONS OF CREATIVITY

The authors' personal experiences are described to inspire you to be creative in your thinking. This section also explains perception, and how you can reframe your mind and turn adversities into opportunities.

SECTION 6: NURTURING CREATIVITY

This section describes various ways to help you nurture your creativity so that it becomes second nature to you to think creatively whenever you need to make a decision. It also shows you how to build a corporate culture in your organisation to encourage creative thinking.

SECTION 7: CREATIVE ACTIVITIES AND DIVERSIONS

This section offers an explosion of activities that take you to the edge of your imagination and let you experience what it is like to think creatively.

For Review Only

CREATIVE THINKING IS...

SUCCESS IS...

“Creative thinking is thinking without any restriction imposed upon it, either consciously or unconsciously. It enables you to come up with unique and superior ideas. It is both a science and an art. As a science, the skill can be learnt. It takes hard work. You have to constantly practise it until you become quite good at it. As an art, some people will be better at it than others. Nevertheless, you will derive a special satisfaction and enjoyment from it. This is the ‘AHA’ moment you will experience when you come up with a creative solution to a challenge. This should propel you to practise more. Once you get used to it and make it a habit, creative thinking becomes a natural process. When that happens, you no longer need to struggle to remember. Every time you encounter a challenge, your mind will straightaway think ‘out of the box’.”

– John Teo



“To laugh often and much; to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics and endure the betrayal of false friends; to appreciate beauty; to find the best in others; to leave the world a bit better whether by a healthy child, a garden patch, or a redeemed social condition; to know even one life has breathed easier because you have lived. This is to have succeeded.”

– Ralph Waldo Emerson

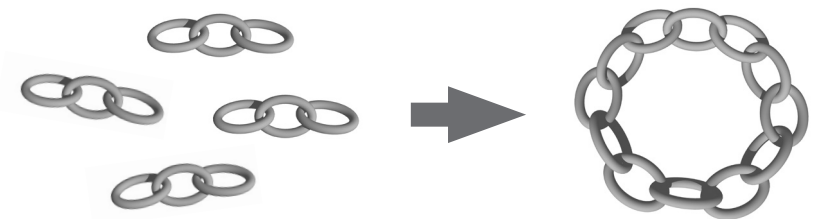


For Review Only

THE BRACELET

Becky is a rich lady who collects expensive jewellery but always looks out for good bargains.

She has 4 pieces of gold chain, each piece consisting of 3 gold links. She wants to join them together to form a bracelet of 12 links without any opening.



Becky comes to you for this job. You are a jeweller. You study her request and tell her that it costs her \$30 to cut apart one gold link and then weld it back again. Since the 4 loose pieces of chain will require 4 cuttings and 4 weldings, the total cost is $4 \times \$30$, or \$120.

Becky comes back to you again the following day. She says that your competitor across the road can do it for \$25 per link. Therefore she needs to pay only \$100. You are more expensive by \$20.

Not a person to give up easily, you study the situation carefully. You find another solution, and you tell her that you can do the job for only \$90. You get the order. This solution does not require you to reduce your fee of \$30 for cutting and welding each chain link.

How did you do it?

(Refer to page 187 for the solution.)

SECTION 1

THE NEED FOR CREATIVE THINKING



For Review Only

WHAT CAN WE LEARN FROM IT?

People usually look for the most common or obvious way of solving a problem. They do not bother to search for other ways.

If this is the case, as we can see from the story, you can never be successful if your competitors are cheaper than you. Firstly, if Becky were to give this job directly to your cheaper competitor, without coming back and informing you that your price is not competitive, you will lose this customer without even knowing about it. Secondly, you can take this job away from your competitor by reducing your cost of cutting and welding a link from \$30 to a price below \$25, your competitor's price. But in this case, you suffer a reduction in your profit.

**If we think creatively
and come up with a
unique solution, we can be
successful.**

We are not saying that there is always a better alternative solution to any problem. But if we look with an open mind for all possible ways to solve a problem, there is always a chance we can find a superior alternative answer. This is what creative thinking is all about. It is the ability to look for alternative ways of doing things, instead of settling for the most common and obvious one. There are techniques to help you generate ideas and alternative solutions. You will find them in other sections of this book.

If we think creatively and come up with a unique solution, we can be successful.

NOW YOU SEE ME

What stands out when you look at these 2 pictures?



In the case of the "smiley" picture, you straightaway notice the dark face. The dark face is also not smiling but frowning. In the case of the photograph of the soldiers on parade, your eyes are immediately drawn to the soldier who is yawning.

Consider this. If the picture of the smiley faces contained all dark frowning faces, and not a single light smiley face, would your eyes single out that particular dark frowning face? Or if the picture of the soldiers on parade showed all the soldiers opening their mouths, would you be able to easily pick out that same yawning soldier you noticed immediately in the photograph? Your answer to both questions would be "No".

So, it was not the dark face or the yawning soldier that attracted your attention in the first place. What got your notice was that they stood out because they were each different from the others.

If you paint your face with colourful designs and walk along a busy street during lunch time, you are sure to attract stares from the crowd. But if you paint your face with the logo of your favourite soccer team when going to

For Review Only

watch an important soccer match where most of the other fans are doing the same, not many people will look at you.

We can conclude that if you are different from others, you will, first of all, attract attention. If what makes you different from others is also beneficial to society, would you not then garner respect and appreciation from people? The answer is an obvious “Yes”.

I have made this observation: “A successful person is one who is different from others, in a good way.”

Why “in a good way”? Because a crook can also attract attention by the bad and evil things he does. He becomes notorious.

Creativity can enable you to come up with something different and something superior. Creativity can make you a successful person – success here is not necessarily defined as wealth and material things, it also includes respect, appreciation and a special kind of personal satisfaction.

Organisations that dare to do things differently from their competitors rise to the forefront and become successful. Here are some success stories of such companies.

**A successful person is one
who is different from others,
in a good way.**



General Motors became the world's largest corporation by introducing instalment payments for car purchases.



Federal Express made its fortune by introducing overnight delivery.



Amazon.com became the world's largest bookstore by introducing the sale of books over the internet.



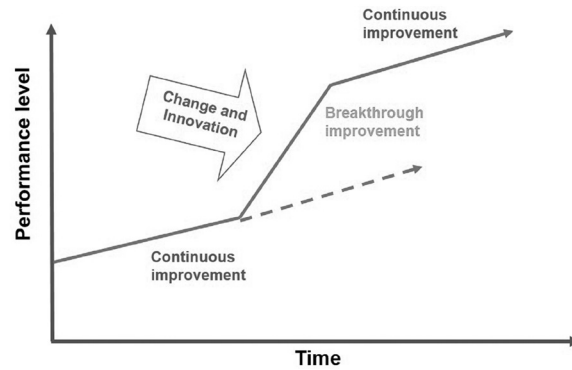
CNN became the most popular global TV network by introducing 24-hour news.

CONTINUOUS IMPROVEMENT IS NOT ENOUGH

Edward de Bono, the expert on creativity and the mind, said: “As competition intensifies, so does the need for creative thinking. It is no longer enough to do the same thing better. It is no longer enough to be efficient and solve problems... Businesses need creativity... to make the shift from administration to true entrepreneurship.”

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This is what Edward de Bono was referring to:



Companies used to be happy when their performance improved year after year. In this present period of intense competition, this is no longer sufficient. You need a “breakthrough improvement” to take your success to a higher level, and then you continue improving at that higher level year after year. Otherwise, you will fall behind your competitors.

A case in point is the evolution of mobile phones.



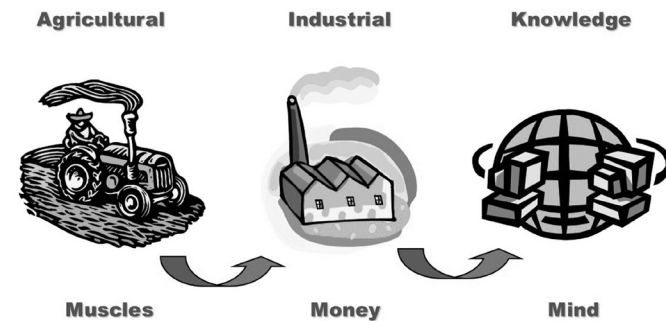
The first mobile phones were bulky and heavy. Motorola was the main manufacturer then. As demand grew and technology advanced, mobile phones got smaller and lighter. Nokia, and later Ericsson, took advantage of this breakthrough in technology and dominated the market during this

period. Today, we have smartphones that allow us to connect to the internet. Nokia did not take advantage of this breakthrough fast enough, and fell prey to both Apple and Samsung.

Consider the dinosaurs. Why did they die out while mammals did not? One theory has it that mammals embraced change and survived.

Management expert Peter Drucker said: “The enterprise that does not innovate inevitably ages and declines. And in a period such as the present, an entrepreneurial period, the decline will be fast.”

Our economy has undergone tremendous transformations over the years:



Enterprises that do not move along and take advantage of these changes degenerate and perish.

THE ECONOMY IS CHANGING

- Move from manufacturing to service industries.
- Rapid development of Information Technology, including the “Internet of Things”.
- Advancement of technologies such as 3-D printing, self-driving cars, virtual reality, robotics and artificial intelligence.

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- Growing importance of China and the Pacific Rim.
- Shift to “Knowledge-Based” economy.
- Emergence of smart homes.
- Terrorism threatens security.

MARKETS ARE CHANGING

- Consumers are wiser and more demanding.
- Consumers can reach suppliers in other parts of the world readily.
- Fierce global competition.
- Health products are gaining importance.
- Use of social media in marketing.
- Marketing methods (such as multi-level) are changing.
- Change is more rapid.

ORGANISATIONS ARE CHANGING

- Flatter and leaner.
- Have to respond rapidly to changing environment.
- Have to be more flexible and fluid.
- Dictated by customers.
- Fewer people do more work smarter.
- Must be creative and innovative.
- Knowledge is the new currency of business.

EFFECTS ON STAFF

- Jobs for life have gone.
- Unskilled, low-value-added jobs are fast disappearing.
- Full-time jobs replaced by contract or part-time working.
- Robots and automation taking over many menial tasks.
- Middle management is an endangered species.

EFFECTS ON MANAGEMENT

- Have to manage change.
- New generation staff pose a challenge.
- Develop people.
- Facilitator or coach.
- Empoweror.
- Continuous learning.
- Embrace new forms of communication and technology.

Most companies are built for continuous improvement, rather than discontinuous innovation. They know how to get better, but they don't know how to get different.

DISCONTINUOUS INNOVATION

Management guru Gary Hamel put it another way: “Most companies are built for continuous improvement, rather than discontinuous innovation. They know how to get better, but they don't know how to get different.”

This is the essence of breakthrough improvement.



Intel, the company that dominates the PC processor business, has a philosophy that “cannibalises” its own business by constantly bringing out better processors to replace the ones that are already market leaders.

Another company that exemplifies this approach is Gillette, which has a policy of making its own products obsolete.



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SECTION 6

NURTURING CREATIVITY



NURTURING YOUR CREATIVITY

We have learnt that if we make thinking creatively a habit, then whenever we encounter a challenge or problem, our mind will automatically think “out of the box”.

The Greek philosopher Aristotle put it so succinctly that it is worth taking another read: “We are what we repeatedly do. Excellence, then, is not an act, but a habit.”

How can we make creative thinking a habit? We need to do it whenever we have the chance to do so, or find the excuse to have this chance. Refer to the section on “The Paradox of Habit” (page 49).

We also need to nurture our creativity to ensure a constant influx of new ideas, to ensure its sustainability. This will also give us opportunities to exercise our creative thinking. Here are the various ways:

INDULGE IN A HOBBY

Find yourself a hobby. Hobbies are activities or interests pursued for pleasure or relaxation and not as a main occupation. Hobbies therefore allow your brain to expand into the domains of music, art, theatre, craft, gardening, and others. This enables you to obtain new and varied ideas.



ACQUIRE KNOWLEDGE OUTSIDE YOUR SCOPE OF WORK

If you have a job, you will be an expert in what you do. Keep yourself current with what is happening in the world by reading or watching documentaries

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on subjects outside your scope of work. This will help you find ideas in those areas which you will otherwise have little or no knowledge about.

BE ADVENTUROUS AND TRY NEW THINGS

If you travel by a certain route to work every day, try a different way. It may take you longer to reach your destination and you may have to start your journey earlier, but give it a go. Appreciate the new surroundings and note the things you have not seen before. You can also try a different route from your office back to your home.

Be adventurous and try new food at lunch or dinner. Savour the new tastes and find out more about the new food – how it is prepared and why it is prepared in a certain way.

Visit a new country each time you go on a vacation. Discover the richness of its culture.

Be adventurous and experience new things.

PLAY WITH YOUNG CHILDREN

Ask any grandparent and they will tell you that it is such a joy playing with young children, especially those in kindergarten. They do not know what stress is and have no worries. They have wild imaginations and often behave in such an outlandish manner that they appear comical. (Refer also to the section on “Mental Block to Creativity” and the paragraph on “Creativity and Children” on page 68.)

Pablo Picasso said: “Every child is an artist. The problem is how to remain an artist once he grows up.”

Playing with imaginative young children will give your creativity a boost.

ENJOY PUZZLES AND WITTICISMS

We trust you have enjoyed solving the various puzzles in this book. Solving witty puzzles allows you to experience “AHA” moments.

The English language presents many interesting word puzzles and games. They include crosswords, word search puzzles, acrostics, anagrams, and an entire category of witty word puzzles. Here is a sampling:

RIDDLES

Question: What did the tree say to the woodpecker?

Answer: “You bore me.”

PUNS

Puns play on words that sound alike but have different meanings. Here is a very good example:

- A lazy dog is a slow pup.
- A slope up is an inclined plane.
- An ink-lined plane is a sheet of writing paper.
- Therefore, a lazy dog is a sheet of writing paper.

PALINDROMES

A palindrome is a word or sentence that is spelt the same backwards as it does forward. Examples:

- Madam
- A man, a plan, a canal – Panama
- Do geese see God?

**We need to nurture our
creativity to ensure its
sustainability.**

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ANAGRAMS

An anagram is a word or phrase formed by rearranging the letters of another word or phrase. Examples:

- Astronomer : Moon Starer
- Dormitory : Dirty Room

CLEVER USE OF THE ENGLISH LANGUAGE

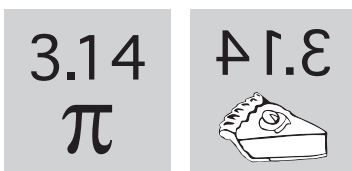
There is no category for this type of word recreation. It is simply a clever use of the English language. Examples:

- To write with a broken pencil is pointless.
- No matter how much you push the envelope, it'll still be stationery.

In addition to puzzles, enjoying witty jokes, quotations, cartoons and advertisements can also refuel your creative thinking. Here are some examples:

JOKES

God promised men that good and obedient wives would be found in all corners of the world. Then He made the world round and laughed and laughed.



WITTY SLOGANS

- Nike – Just do it
- Energizer – Keeps going and going and going
- Yellow Pages – Let your fingers do the walking

WITTY QUOTES

- “I’m a great believer in luck, and I find the harder I work the more I have of it.” – Thomas Jefferson
- “Success seems to be largely a matter of hanging on after others have let go.” – William Feather
- “Someone once asked me, ‘Why do you always insist on taking the hard road?’ and I replied, ‘Why do you assume I see two roads?’” – Anonymous

WITTY DEFINITIONS

- Cigarette – a pinch of tobacco rolled in paper with fire at one end and a fool at the other.
- Conference room – a place where everybody talks, nobody listens and everybody disagrees later on.
- Marriage – an agreement wherein a man loses his bachelor degree and a woman gains her master.

WITTY PUZZLES FOR YOUR ENJOYMENT

We would like to close this section by giving you 2 puzzles to solve.

ACTION AND REACTION

We trust that in giving you examples of witty word puzzles, you can appreciate the cleverness behind them. Here is a chance for you to try solving the following word puzzles involving famous English proverbs. We have had this in our file for a long time and could not trace its origin. In any case, enjoy solving them!

Newton's third law states that “Every action has an equal and opposite reaction”. It stands to reason that every proverb has an equal and opposite

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proverb! Here is an example to start you off: "You're never too old to learn."

BUT "You can't teach an old dog new tricks."

For each of the popular English proverbs stated here, can you find an equally popular English proverb that means the exact opposite?

1. "Absence makes the heart grow fonder." BUT
2. "Practice makes perfect." BUT
3. "Slow and steady wins the race." BUT
4. "Look before you leap." BUT
5. "Wise men think alike." BUT
6. "The pen is mightier than the sword." BUT
7. "Too many cooks spoil the broth." BUT
8. "Birds of a feather flock together." BUT
9. "The best things in life are free." BUT
10. "What's good for the goose is good for the gander." BUT

(Refer to page 205 for the solution.)

THE BANK LOAN

A man walks into a bank in New York City. He tells the loan officer that he is going on a business trip for 2 weeks in Asia, and he needs to borrow \$5,000.



The officer says the bank will need some kind of security for the loan. The man hands him the keys and documents of a new Ferrari parked on the street in front of the bank. After checking that all is in order, the bank accepts the car as a collateral for the loan. An employee of the bank drives the Ferrari into the bank's underground garage and parks it there.

At the end of the 2 weeks, the man returns from his trip and promptly repays the bank the \$5,000 plus interest, which works out to be \$15.41. The loan officer says: "We are happy to do business with you. While you were away, we checked you out and found that you are a very rich man. You have a nice house, a sizeable equity portfolio and no debt at all. We are curious as to why you would borrow a meagre sum of \$5,000 and pledge it with your new and expensive car?"

What do you think was the rich man's reply?

(Refer to page 205 for the solution.)

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DEVELOPING A CORPORATE CREATIVE CULTURE

The previous section showed how, in nurturing our creativity, we will be able to sustain it and even grow it. How well we succeed depends a lot on our perseverance in nurturing our creativity.

However, a creative person may be discouraged or even prevented from contributing to a company if that organisation does not support creativity, either intentionally or unknowingly. On the other hand, if a company develops a corporate creative culture, every member of staff, if they are willing, can develop their creative skills.

Whether an organisation welcomes creativity or not depends largely on the management.

MANAGEMENT IDEA-KILLERS

- “Don’t bring in more problems.”
- “We have tried it before.”
- “That’s not your job.”
- “It would cost too much.”
- “It would take too long.”
- “It’s not possible.”
- “That sounds ridiculous to me.”
- “I don’t need any more information.”
- “My mind is definitely made up here.”

MANAGEMENT IDEA-GROWERS

- “How could we improve on...?”
- “What ideas can you come up with?”
- “Are there any questions?”
- “What have we missed?”
- “Is this what you meant?”

ACTIONS THAT ENCOURAGE

- Encourage and welcome new ideas
- Show interest – open to discussion
- Be supportive – open to acceptance
- See the value
- Deal with everyone equally

ACTIONS THAT DISCOURAGE

- React negatively
- Show disinterest, refuse to listen
- Too critical, argumentative, quick to point out flaws
- Act distant, non-supportive
- Too dominant, impatient, interrupting

CORPORATE CREATIVE ENVIRONMENT

- Flexible, open
- Take risks, ready to experiment
- Accept genuine failure
- Encouraging, supportive of staff
- Original ideas
- Reward ideas
- Acknowledge ability of staff



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GAME OF THOUGHTS

SECTION 7

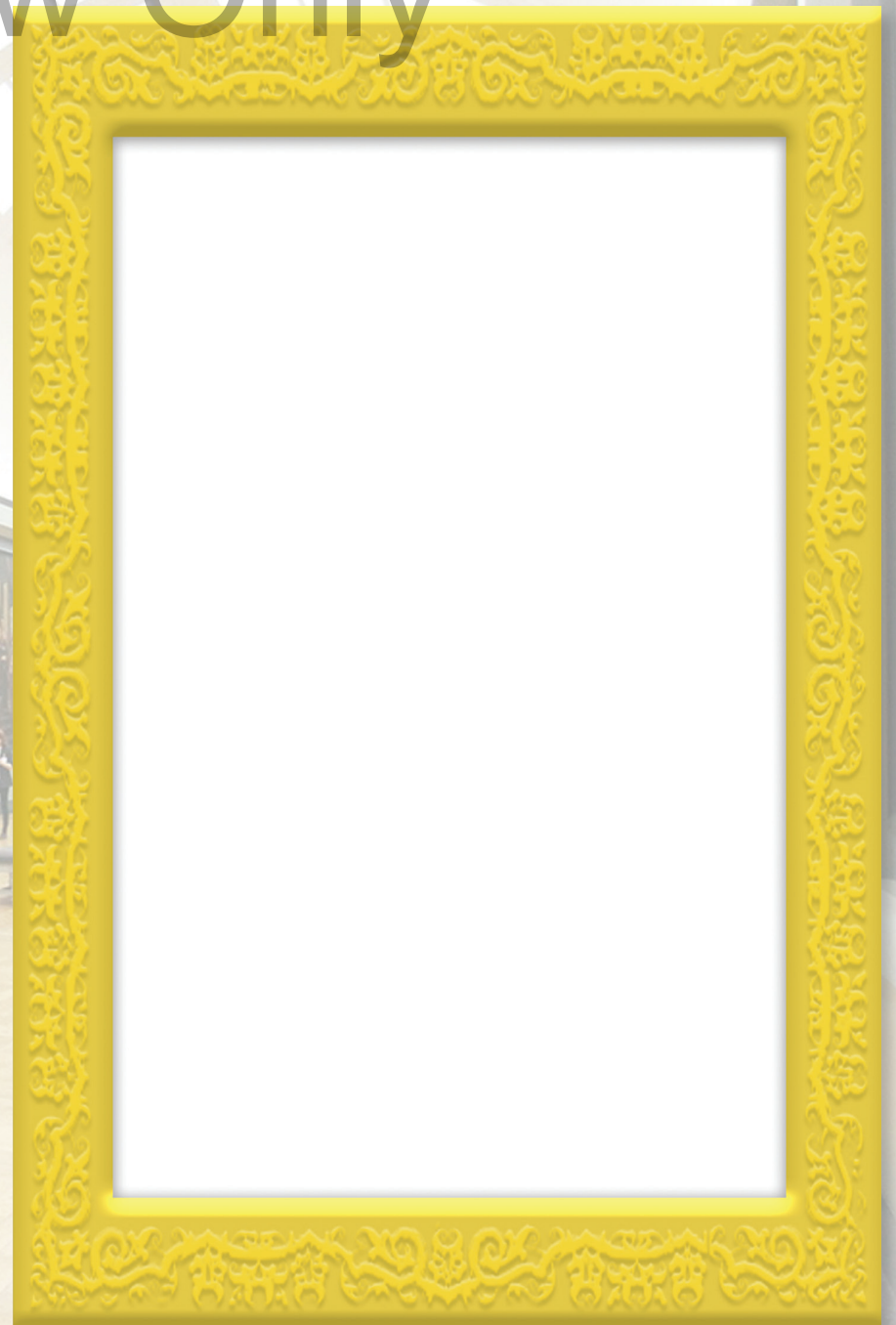
*Creative Activities
and Diversions*

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My name is

*and I am a
Creative Virtuoso*

Hello superstar! Let's begin after you write your name and draw your very own self-portrait. (Selfies from your phone are overrated.) Take your time, we'll wait!



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“The true sign of intelligence is not knowledge but imagination.”

— Albert Einstein

“KNOW THYSELF”

— SOCRATES

Are you ready? Fantastic. We are tremendously excited for you! You are about to start on an epic journey that is going to be **AMAZING** and **PERSONAL**... Grab some pens. Really, go on and find them. No, not pencils. PENS in different colours; actual writing instruments that you put to paper. No, not the kind that runs on batteries and bluetooth... those that come in felt-tip or ballpoint (just between us, gel and rollerball types are personal favourites) or even a fancy schmancy fountain pen, for those hipsters out there. We know who you are.

Righty. Got your pens? Great. Now put away your mobile phone. Seriously. Don't let yourself get distracted. Facebook can wait. Now, take a pen in your non-dominant hand (i.e. right if you're a leftie) and we are going to trace your dominant hand, on the next page. Yes, go ahead.

Don't just stare back with those deep, beautiful eyes – try it! Go slow – no one is rushing you – enjoy the process. Be mindful of every line and every curve.

Mmm hmm mmm hmm, nice, very nice!

See, that wasn't too difficult now, was it? Next, you are going to fill up the entire space inside the drawing of your palm with things that you **LOVE**. Draw/sketch/doodle things that you personally **ENJOY** and are deeply **PASSIONATE** about. Do you like good reads (like this amazing specimen of a book)? Food? Travel? Pets? Nature? What makes you tick?

No one knows you better than yourself. You have 2 minutes to do this, so now... **GO!**

Brilliant, you did fantastic! Okay, you're on a roll here. Just one last thing you need to do now: See all that blank space outside the trace of your hand? You are going to fill up that negative space with words that describe all the things which you **DESIRE**. Want to be happy? How about wit? Creativity? Love? Playfulness? Imagination? Peace?

Write it all down! Open up your mind and allow your subconscious to guide you. Time yourself for another 2 minutes and **START!**



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Let's play a game.

Imagine that you are, in fact, a real-life superhero... a special somebody with great gifts, blending in with everyone else just to keep a low profile! Besides what makes you incredible, consider your very own origin story.

Write/doodle/mind-map it all down on these pages

“The door is more than it appears. It separates who you are from who you can be. You do not have to walk through it... You can run.”

— Franklin Richards

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Ever thought of being a designer? No? Let's do something new and give your fashion brainwaves a work-out!

We'll begin with a simple t-shirt design. How about a cheeky or inspirational quote? A John Lennon-esque doodle? Perhaps an interesting symbol that holds a profound meaning? Be true to yourself, personalise your 100% original t-shirt design below and then ask a friend if they would buy it!

*"Style is a way to say
who you are
without having to speak."*

— Rachel Zoe

