



3rd EYE

JFM.S.Nagalingam, M.Sc.,M.A.,M.B.A.,B.L.,

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A manual on creativity

Designed and compiled by

JFM. **S.NAGALINGAM**, B.Sc., M.A., M.B.A., MSc., B.L.,

Certified National Trainer, (JCI University)

Index

1. Introduction	1
2. Creativity	6
3. Science behind creativity	9
4. Myths about creativity	13
5. Why creativity is so important?	20
6. Four roles of creative people	23
7. Qualities of creative people	25
8. Common traits of creative people	27
9. Creative process	29
10. Mental blocks to creativity	32
11. Steps for improving creativity	37
12. Conclusion	39
13. Puzzles to test you	40



1. Introduction

Third eye, a unique organ of Lord Siva is considered as the symbol of destruction in Hindu mythology. It is further found in Hindu mythology that people witnessed its destructive power when the great Sangam Poet was torched by Lord Siva and they also witnessed its constructive power by the creation of **Saravanan**, the destroyer of evil force Sura Padman. Why a discussion about the third eye here. Here third eye is symbolic in destroying one's own ignorance and creating inconceivable ideas which could be otherwise difficult for one's betterment and growth in life.

Do we possess a third eye? It is said that we don't exactly infer what our biological eyes see but we can see something beyond. For some a stone is visible, for others a dog in the stone is visible. That extra vision is attributable to the third eye we possess. This need not provide constructive results alone but also bring in destruction like our discovery of atomic power. If we are compared to Lord Siva then it is only an one sided view. Though we sometimes destroy materials, desires etc., we also create ideas, objects, produce networking and Lord Brahma is visible in such actions. But our main role doesn't stop with creation but also continues in consolidating the possession and protecting the same which brings ou the Lord Vishnu in us. Hence we are three in one discharging the duties of the trigods. This three in one performance is our nature. Here we attempt to bring out the Lord Brahma from you through the functioning of your invisible third eye.

Creation is our nature and our life is nothing but full of creative energy. There is lot of untapped creative energy dormant in all of us. People who has released their creative energy have made their dreams into reality and become achievers as evidenced by history. We will try to open up ourselves to creativity by our further journey in this book.

Day in and day out we express creativity in the way we dress, our life styles, the way we speak, what we cook, in furnishing our drawing room- where to put Sofa and T.V and in virtually every decision we make. Creativity is inherent in all our activities. You just can't escape being creative.

*Creativity is the soul of film making as told by the editor
and film maker*

-B.Lenin

Creativity is the drug I cannot live without

-De Mille, flim Maker of Ten commandments

When you are already creative do you need further inputs on creativity and is there really any scope for further development? Yes It can also be developed as proved by research. Everyone of us can learn how to be more creative. A study by Torrance (1987) gives the results of 308 studies of trying to teach children and students creativity. In 70% of these cases the attempts were successful. The teaching on creativity in fact increased the creativity. According to Tom Monahan, a creative director," we're all born with creativity but are eventually conditioned not to use it." Hence this learning. Let us proceed further in our journey with a confidence that creativity can be improved by teaching, training and reading.

They say creativity is the ability to look at the same things as others, but draw different conclusions. It is the ability to relate things or ideas, which were earlier, never thought of being related.

The third eye in Newton helped him to analyse why the apple is falling down instead of rushing to eat the apple and found out gravitational pull though the falling of apple was witnessed by others every now and then.

Creativity is the easiest and best, cost-effective way of getting more value out of existing resources.

Creativity is something which occurs when we are able to organize our thoughts in such a way that readily leads to a different and even better understanding of the subject or situation which we are considering.

‘It is not enough to be efficient and be able to solve problems. Far more is needed. Business needs serious creativity to build durable and Profitable advantages’, says, Edward De Bono.

Though there are many views on creativity I find the sayings of **George Bernard Shaw** can be a starter to this programme:

“The reasonable man adapts himself to the world. The unreasonable man adapts the world to himself, therefore all the progress depends on the unreasonable man.”

Are you unreasonable?

Before proceeding further let us test your aptitude towards creativity. Attend to the following questions and try to mark either true or false against each statement.

- ◆ I like to see unconventional behaviour at work. **T/F**
- ◆ I value the mistakes I make and I learn from them. **T/F**
- ◆ I am never short of ideas, whatever the situation. **T/F**
- ◆ I welcome people who are creative or innovative **T/F**
- ◆ I have confidence in myself and do not suffer from anxieties **T/F**

- ◆ I can tolerate periods of uncertainty about an innovation **T/F**
- ◆ When the way forward seems blocked, I create new opportunities **T/F**
- ◆ I enjoy trying out new ideas and do not see change as a problem. **T/F**

If you have marked true for all statements, be happy, you have the aptitude to be creative.



2. Creativity

The etymological root of the word comes from the Latin *creatus*, literally “**to have grown.**” Webster New World Dictionary defines creativity as “**the ability to create**” and create is defined as “**to cause, to come into existence, to bring into being, to give rise to, to portray for the first time**”.

Creativity is relating of unrelated things. It is an ability to interconnect and relate observations in a meaningful way. To understand the Atomic structure it is related to Solar System and understand the revolution of electron around nucleus like Earth revolves around

the Sun. Creativity is being different by doing things what others have not done. Let us see some popular sayings with regard to creativity:

To stimulate creativity, one must develop the childlike inclination for play and the childlike desire for recognition

- Albert Einstein

Anyone can make the simple complicated. Creativity is making the complicated simple.

- Charles Mingus

Since there is nothing new under the sun, creativity means simply putting old things together in a fresh way

- Sherwood E. Wirt

It is better to have enough ideas for some of them to be wrong, than to be always right by having no ideas at all.

-Edward De Bano

Creativity is the sudden cessation of stupidity.

-Edwin Land

Creativity requires the courage to let go of certainties.

- Eric Fromm

Creativity is a type of learning process where the teacher and pupil are located in the same individual.

- Arthur Koestler

Creativity is an urge to translate inner most thoughts and feelings in visible outward form. A sudden flash of insight "Eureka".

- Archimedes.

Creativity is so delicate a flower that praise tends to make it bloom, while discouragement often nips it in the

bud. Many of us will put out more and better ideas if our efforts are truly appreciated.

– Alexander Osborn.

Creativity is nothing but a new way of seeing existing things, ideas, products of processes. The act of creativity is complete only when the new idea, product or process meets the needs of man.

-A.M.Elijah

To summarise, Creativity is the ability to:

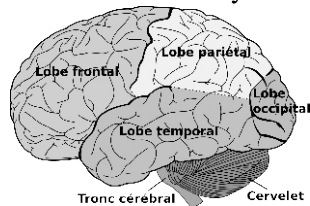
- ❧ Think in imaginative and unique ways
- ❧ Look beyond ready-made solutions
- ❧ Experiment and gain insight
- ❧ Dare to do which others never attempt as Right Brothers tried to invent a flying machine and succeeded in it.
- ❧ Express ideas in new and unusual ways
- ❧ Expand your imagination
- ❧ imagining something new as in 1928 one individual has dreamed about witnessing a cricket match held in a place more than 1000miles away from his place.
- ❧ ask always **‘what else?’ with an inquisitiveness of a child.**
- ❧ to look at anything from all the angles i.e., a 360 degree view.

In fine Whether we work with words, wood, hair, movement, steel, or concrete, we all can be creative. We were born that way.



3.Science Behind Creativity

The brain especially the frontal lobe of is thought to play an important role in creativity



Highly creative people who excel at creative innovation tend to differ from others in three ways:

- ▶ they have a high level of specialized knowledge,
- ▶ they are capable of divergent thinking mediated by the frontal lobe,
- ▶ and they are able to modulate neurotransmitters such as nor epinephrine in their frontal lobe.

Thus, the frontal lobe appears to be the part of the cortex that is most important for creativity. Let us see the roles played by each portion of the Brain.

Frontal lobe: (Expressive)

The expressive side desires to tell stories and narratives in compelling fashion. This portion seems to attract, engage and captivate an audience.

Parietal lobe: (analytical)

This part of the creative minds craves data, structure and organisation. The analytical portion dissects research input and looks for patterns that point to basic human needs and behaviours.

Occipital lobe: (curious)

The curious portion tends to ask “**why**” – **more than once**. This part is willing to try and experience anything if it means gaining a better understanding of the problem – it thrives on observation and immersion

Temporal lobe: (Sensual)

The sensual side seeks to satisfy all the senses. Aesthetics, beauty and form are driving forces behind the functioning of the temporal lobe.

Right Vs Left:

Brain has been divided into two hemispheres with two different types of functioning viz., rational and emotional and the specific activities are listed in the table below.

LEFT HEMISPHERE

Speech
Calculations
Intellectual analysis
Reading
Writing
Naming
Ordering
Sequencing
Complex motor sequences
Critique
Evaluation
Logic

RIGHT HEMISPHERE

Artistic activity
Musical ability/rhythm
Emotions
Recognition
Comprehension
Perception of abstract patterns
Spatial abilities
Facial expressions
Intuition
Images
colour
Holistic ability

The classification above tells us our creative function depends upon the functioning of the right side of our brain.

Research findings tells us that the creative function of an individual depends upon the functioning of the right side of his brain and left side of his brain takes care of logical thinking. The right brain is called subcortex developed in cave men and the left side is called neo cortex developed in later stage in the evolving process of mankind. The functioning of both neo cotex and subcortex are not contradictory rather complementary. There is a popular belief that men are left brain oriented and women are right brain oriented. In that case women should be inferred as creative and men are not so. But creativity is not gender specific. It depends upon the usage of the respective brain and both sexes are free to pursue their choice. History also proves otherwise. We find the so called cine field, known for exhibition of creative skills is dominated by men only. Logical

brain is reluctant to see many options. We will first start with a test for your logical thinking:

Problem on logical thinking:

You are celebrating your golden wedding anniversary with a family reunion. You have arranged a dinner party in a private room in Fortune Pandian Hotel, Madurai and you have arranged a master of ceremony to welcome the guests. Shortly after the party started, you looked around the people present for the party:

- 1 grand father 2 sisters
- 1 grand mother 2 sons
- 2 fathers 2 daughters
- 2 mothers 1 father-in-law
- 4 children 1 mother-in-law
- 3 grand children 1 daughter-in-law
- 1 brother

Being a calculative person you had budgeted carefully, and the exact money to pay for the party is in your purse. Assuming that the master of ceremony was included in the cost of Rs400 per head, how much money did you have in your purse?



4. Myths About Creativity

Attend to the statements below:

- ▶ To be creative you must be totally original
- ▶ Only artists and scientists are creative
- ▶ You need a high IQ to be creative
- ▶ Creativity means producing something tangible
- ▶ Originality is inborn
- ▶ Creativity is easy
- ▶ Creativity is only for the young
- ▶ Creativity is good
- ▶ Creative people are neurotic and or crazy
- ▶ Creative geniuses are experts on all the topics.

Let us dispel the myths about creativity. Please go through the subsequent paragraphs for your answers

1.You must be totally original

Originality is measured by how unusual your product is, how much it differs from the norm. Originality is not synonymous with creativity. But it is one aspect of creativity. You can measure your creativity by various criteria besides originality. You can be highly creative without being in the least bit original. J.P.Guilford, noted creativity researcher developed four criteria to measure creativity viz., **originality, fluency, flexibility and elaboration.**

A craftsman making hundreds of mud pots, all of which are very similar, would be labelled creative, although not very original. A flexible architect can design houses with many different configurations. He is considered creative when he produces extremely complex and detailed designs even if they are neither unusual nor large in number.

When you are writing a poem, choreographing a dance or producing a painting, your work can be unique if it expresses your ideas and feelings. But what about work in subjects like science, history and mathematics? While it would be wonderful for an individual to be the first person to discover a new scientific principle, this is highly unlikely. Does this mean that one can't be creative in these subjects?

You can be fluent(prolific) or flexible(produce many different but not unusual products). Likewise, you might invent elaborate(complex) but conventional and unoriginal designs and still be labelled creative.

2. Only artists and scientists are creative:

Little Rama may be very creative in persuading her parents to buy her new toy. For any politician, developing a powerful campaign strategy is a very creative enterprise. A chef is still more creative in preparing dishes. Even murderer and thieves can be creative.

According to Guilford, non artistic people can be more creative than many artists or scientists. A business person or inventor who generates many products is creative. An artist who produces one painting a year is not very fluent. He may even be extremely inflexible and unoriginal. Some artists create aesthetically pleasing works but merely imitate and copy.

We all have listened to musicians play exact version of what the top artists of the day are recording. According to Abraham Maslow, a first rate soup is more creative than a second rate painting.

3. You need a high IQ to be creative:

Most research shows that a high IQ is not required for creativity and may be negatively correlated with creativity. Infact high intelligence, the special possession of your left brain may interfere with creativity, the domain of your right brain on some areas. Ex. Creative gardening or cooking.

An IQ of about 120 is enough to write novels, do scientific research or any other kind of creative work. But some scientists are moving away from the simplistic notion of intelligence as measured by IQ tests. Howard Gardener developed a theory

of “multiple intelligence” that has been steadily gaining popularity. He distinguishes between linguistic, musical, logical-mathematical, Kinesthetic, spatial, interpersonal and intrapersonal intelligence.

4. Creativity means producing something tangible:

This is only partially true. In fact, many intangible ways in which you can be creative. William Miller in his book “the creative edge” lists seven ways in which you can experience your creativity. **Material creativity**, where you make something concrete and tangible is only one of them and the other six are:

- **idea creativity,**
- **relationship creativity,**
- **spontaneous creativity,**
- **event creativity,**
- **organisational creativity,**
- **inner creativity**

Idea creativity is nothing but a new way of cooking, new way to market underwear etc. Though in brain storming sessions many ideas are created that are never used. Finding out the uses of chalk other than writing on the black board may not guarantee that you will be using the chalk for all those benefits.

Couples need inspiration and work to keep their relationships alive and interesting. Parents must creatively negotiate and reach compromise between feuding siblings.

Spontaneous creativity is manifested in the improvisations of comedians and in the persuasive techniques of good salespeople.

Ask anyone who has ever planned a wedding or a party and they'll tell you how creative they had to be to make everything come out "just right"

People who organise rallies and support groups or build institutions to support worthy causes seems to have a real knack for organising.

The ability to control and organise our inner world is also an act of creativity. Creating an inner world of peace and tranquility is a valuable skill. Creativity helps you to demonstrate your emotional intelligence against problematic situations and friends.

5. Originality is inborn:

Originality comes from a process of constant analysis and repeated modification. Originality is learnt. You start with imitation and little by little modify your work. The end product appears original only if we ignore all the stages of modifications that went before it.

Are there inborn and genetic differences between people? One can be innately more sensitive or flexible than another. Psychological research shows that most of our rigidities and inflexibilities are learned.

Whatever traits we are born with, throughout our life, we continue moulding and changing these inborn

temperaments. You can teach yourself to be more original and flexible.

6. Creativity is easy:

Creativity is 1% inspiration and is 99% perspiration. Much hard work goes into most worthwhile projects. It is not easy and it is not all fun and game.

Creativity involves struggling with all the demons and obstacles that keep you from fulfilling your greatest and smallest dreams.

Creativity may be more or less difficult depending on the stage you are in. Creativity can be painful.

Good writers are normally good editors. Any serious writer will tell you that plays, novels and poems aren't just written – they're rewritten -Sheila Davis

In fact my compilations on Personality development nearly 17 in numbers were not created overnight and had repeated reworks to drive home my point.

7. Creativity is only for the young:

Shakespeare wrote Hamlet at the age of 37, Newton published Principia Mathematica at the age of 45, Copernicus was 70 when he published his revolution of heavenly spheres, Cervantes finished his best work Don Quixot in his 50s and Colonel Sanders came out with his best chicken recipe at the age of 60. All these life relevant examples disprove the saying that creativity is only for the young.

8. Creativity is good:

Good is a value judgement. Good for one person may not be good for another. Was the creation of atom bomb a good thing? According to Existentialist Jean Paul Satre, every act of creation is simultaneously an act of destruction. Something must “not be” in order for something else “to be”.

Creative people come from all walks of life. Some of the world’s greatest geniuses were not only neglectful of their families and friends, but were also batterers. In their interpersonal relationships many were sadistic, arrogant and exploitative. All creative activities should result in improving human condition.

9. Creative people are neurotic and or crazy:

Recent research by Paul Janos and Nancy Robinson at the University of Washington has laid this myth to rest. Their confirmed that, as a group, creative individuals is not neurotic and unhealthy.

10. Creative geniuses are experts on all topics:

We tend to believe that people’s abilities are equal across all areas of their lives. The popular media reinforce the belief that individuals who achieve fame and fortune have a magical insight into all aspects of life. Psychologists call this **“the halo effect”**.

Freud and Einstein once met to discuss the question “why war?”. Later Freud commented on the momentous meeting and lack of intellectual connection by saying, “He understands as much about psychology as I do about physics, so we had a very pleasant talk.



5. Why creativity is so important?

Creativity improves one's self-esteem, motivation and achievement. People who are encouraged to think creatively and independently become:

- ▶ more interested in discovering things for themselves
- ▶ more open to new ideas
- ▶ keen to work with others to explore ideas
- ▶ willing to work beyond working time when pursuing an idea or vision.
- ▶ could avoid anger because of their ability to explore new and varied options for a problem at hand.

As a result, their levels of achievement and self-esteem increase.

1. Creative people are curious, question and challenge, and don't always follow rules. They:

- ▶ ask 'why?' 'how?' 'what if?' and this was advocated by the legendary Socrates.
- ▶ ask unusual questions
- ▶ respond to ideas, questions, tasks or problems in a surprising way
- ▶ challenge conventions and their own and others' assumptions
- ▶ think independently.

2. Creative people think laterally and make associations between things that are not usually connected. They:

- ▶ recognise the significance of their knowledge and previous experience
- ▶ use analogies and metaphors like comparing the revolution of electrons around nucleus to revolution of earth around the sun.
- ▶ generalise from information and experience, searching for trends and patterns
- ▶ reinterpret and apply their learning in new contexts
- ▶ communicate their ideas in novel or unexpected ways.

3. Creative people speculate about possibilities. They:

- ▶ imagine, seeing things in the mind's eye
- ▶ see possibilities, problems and challenges

- ▶ ask ‘what if?’
- ▶ visualise alternatives
- ▶ look at and think about things differently and from different points of view.

4. Creative people explore possibilities, keep their options open and learn to cope with the uncertainty that this brings.

They:

- ▶ play with ideas, experiment
- ▶ try alternatives and fresh approaches
- ▶ respond intuitively and trust their intuition
- ▶ anticipate and overcome difficulties, following an idea through
- ▶ keep an open mind, adapting and modifying their ideas to achieve creative results.

5. Creative people are able to evaluate critically what they do. They:

- ▶ review progress
- ▶ ask ‘is this a good...?’ ‘is this what is needed?’
- ▶ invite feedback and incorporate this as needed
- ▶ put forward constructive comments, ideas, explanations and ways of doing things make perceptive observations about originality and value.



6. Four roles of creative people

Roger Von Oech, author of “A whack on the right side of the head”, describes four roles played by the creative person viz., the explorer, the artist, the judge and the warrior

The explorer:

He is always searching for new information. He is curious and open. He sees the extraordinary in the ordinary. He is an adventurer always on the look out for the “new world.” All the scientists, discoverers and inventors can be branded as explorers. Right brothers explored a modus of travel by air like a bird and Columbus discovered new lands with zeal and zest.

The artist:

He turns the information into new ideas. He is flexible, open, persistent and imaginative. He is always changing and modifying things. He can tolerate ambiguity and chaos. You are more prone to experiment, fool around and modify, modify and modify. You always know how to do nothing (incubate). You become like a child at play, unconventional and uninhibited. Leonardo Davinci, Beethoven and our own A.R.Rahman are some of the examples for this category.

The Judge:

He evaluates the merits of an idea. He provides constructive criticism and ensures that his product is worth defending. It is at this point that the traits of perfectionism and good critical thinking are particularly important. Directors like Santharam, Balachandar, Manirathnam, Singeetham Srinivasarao, K.Viswanath etc., can be fit into this category of creative dimension.

The Warrior:

He carries the ideas into action. He takes his product to the market and try to convince others as to the value of his creation. He is both soldier and salesperson. He must be persistent, self confident and courageous. He is less vulnerable to rejection and ridicule. To be competitive and reach success, you must be bold. Think about Silvestor Stalone when he was rejected for a long face his indomitable pursuit helped him to become the popular hero. The comedian Nagesh was able overcome the criticism he faced and proved himself as comedian par excellence with his physiological inadequacies.



7. Qualities of Creative people

Creativity is a quality which exhibits itself in the way in which people conduct their lives. People who exhibit creative behaviour :

1. Challenge the 'status quo'
2. Confront assumptions
3. Exhibit curiosity
4. Like to investigate new possibilities
5. Tend to take the initiative in most matters
6. Are Highly imaginative
7. Are future oriented
8. Tend to think visually
9. See possibilities within the seemingly impossible

10. Are not afraid of taking risks
11. Are prepared to make mistakes
12. Are adaptable to different work environments
13. Are adaptable to changing circumstances
14. See relationships between seemingly disconnected elements
15. Distil unusual ideas down to their underlying principles
16. Synthesize diverse elements
17. Are able to spot underlying patterns in events
18. Are able to cope with paradoxes
19. Look beyond the first 'right ideas'
20. Have an open mind



8.Common Traits of creative people

In a study the following traits are generally found in creative people viz., Flexible, Unconventional, Intuitive, Courageous, Perceptive, Uninhibited, Original, Moody, Ingenuious, Self centred, Dedicated , Self assertive, Hard working, Dominant, Persistent, Eccentric, Independent, Self confident

Intelligence is not even included as an important characteristic. Most important characteristics are **courageous, dominant and self confident**. It takes courage to say, or do or make something different. Only the brave risk being rejected laughed at or labelled dumb.

Information Age - is devaluing information because everyone has it. People still say, “Knowledge is power,” but it’s less powerful than ever before because more people have it than ever before. It’s really not knowledge that’s so powerful anymore - it’s imagination. Seventy years ago, Einstein told us that imagination is more important than knowledge, and it’s especially true today.



9.Creative process

Peter Drucker says ‘A *Manager is paid for what doesn’t work*’. In this context we can say, the manager’s very livelihood comes out of problem solving.

The ability to solve problems, opens up the possibility to create break-throughs out of break-downs !Creative process is nothing but the various process we have to undergo to solve the problem at hand.The steps are as follows:

- ▶ Insight
- ▶ Information
- ▶ Incubation
- ▶ Illumination
- ▶ Verification

Insight

It is the preparatory work on a problem that focuses the individual's mind on the problem and explores the problem's dimensions. It is your ability to see the problem in the mind's eye.

Information

It is gathering data pertaining to a problem. It is never possible to have all the facts, but a conscious and deliberate effort is required to obtain enough information. This is the stage you try restating the problem in as many ways as possible, you will be surprised with different ways of looking at the problem and may get pointers to useful solutions.

Incubation

It is the third stage in the creative thinking process. Here the problem is internalized into the unconscious mind and nothing appears externally to be happening. You are mulling over the issue on hand. You allow it to sink.

Illumination:

This is the fourth stage of the thinking process. This is the flash of illumination which gives possible answers to the problem. "Aha!", we say when we find those possible answers after struggling with a difficult problem.

The flash of illumination is illustrated by the story of Archimedes, who had to find the weight and the volume of a gold crown. He knows the specific weight of gold and silver, and required the volume of the crown as well as the weight, in order to solve the problem. Some days later, he was taking a bath and noticed that the water level rose when he got into it.

This was the flash of illumination he needed, and he ran the streets of Syracuse shouting 'Eureka'. He merely had to put the crown into a bowl of water and measure the rise in the level.

Where the creative idea bursts forth from its preconscious processing into conscious awareness it kindles Eureka experience. Some of the expressions people made when they got that ecstatic experience.

- ▶ Aha!
- ▶ That's it!
- ▶ Oh. Wow!
- ▶ Far out!
- ▶ Awesome!
- ▶ I got it!

This 'Aha' experience, goes on to prove that problems are opportunities in disguise, towards growth and Progress.

Verification

Verification is the final stage of the process. Here all the ideas are analysed or evaluated to find the possible solution. It can be a difficult stage and requires a good deal of persistence, particularly if the creative session has produced large numbers of wild or foolish ideas. Some diligence is necessary to prevent dismissing all the ideas as useless, simply because the majority is useless or inappropriate.



10. Mental blocks to creativity

1. The right answer:

Thank goodness I was never sent to school; it would have rubbed off some of the originality.

-BEATRIX POTTER

Children enter school as a question and leave as an answer. Our educational system channels us to seek the right answer. We are taught to solve problems, not to recognize opportunities. However by far, the principal block is **knowing**. When people have an answer, they tend to not look for better answers. The best way to get a good idea is to get a lot of ideas. Professional photographers take

many pictures of a subject so that they can experiment with lighting, filters and exposure in order to find what they are looking for.

Once a creative teacher invited one of his students over to his house for afternoon tea. The teacher poured some into the student's cup. Even after the cup was full, he continued to pour. The cup overflowed and tea spilled out into the floor. The student looked at the teacher for reason. The teacher told that the same is true with you. If you are to receive any of my teachings, you must first empty out what you have in your mental cup. The moral of the story is we need the ability to unlearn what we know.

In a Xth standard class the students were asked to identify the figure below: .

Most of the students replied that it is a black dot on a white background. When the same exercise was done in a Kindergarten class, they came out with a reply tat it could be: an owl's eye, a cigar butt, the top of a telephone pole, a star, a pebble, a squashed bug, a rotten egg and so on.

2. Fear of failure:

Then there is fear of failure, fear of what others think, fear of success. Ironically, those who fear failure tend not to stick their necks out and, consequently, they don't succeed as much as those who don't fear failure so much. You need only look at Michael Jordan to see this. Jordan missed more shots than anybody else in the history of basketball, yet in the last three of the NBA finals he was MVP [most valuable player].

Babe Ruth struck out more than everybody else; Tom Edison failed miserably many, many times. That's just the way it is - high achievement people fail more because they take more chances. Einstein said, "Show me someone who hasn't failed, and I'll show you someone who hasn't tried hard enough."

3. Judgement:

Judgment is another major reason people don't come up with better ideas. Let's say you're trying to solve a problem. You come up with three or four solutions and you judge them. Are they any good? If they're all horrible, you give up and take up a career in hotel management. And if one of them is good, most people stop. So by judging, you lose either way - either you get down on yourself or, if you're like most people, you stop at that one good idea. The reason you don't come up with a great idea is because you had a good idea, so you stopped.

4. That's not logical:

Logical, analytical thinking is hard thinking. Soft thinking on the other hand is divergent, fantastical, visual and often poetic. Though there is a place for both, true creativity usually begins with soft thinking, where similarities and connections between objects or situations are explored. Most people have developed creative rigor-martis due to excessive hard thinking. They don't give themselves license to use imagination or metaphors.

A metaphor is a mental map, a tool to compare something tangible to something abstract. An atomic structure is compared

to the solar system with its central sun (nucleus) and revolving planets (electrons). By showing how dissimilar things are similar, good metaphors enable you to gain a new perspective on both the unfamiliar and the quite familiar. Try your own metaphors.

5.Follow the rules:

Rules, routine and patterns in life are important. However, almost every advance in art, medicine, agriculture, engineering etc., has occurred when someone challenged the rules and tried another approach.

A rule sometimes outlives the purpose for which it was intended. The typewriter keyboard for example was originally positioned with letters in an illogical sequence in order to slow down typists and keep the key's hammers from hitting each other. Now although hightech machines allow for much faster typing without jams, we continue to use this same configuration – only because it's the rule. Go after and change the rules which limit your thoughts and actions.

Methods of generating novel ideas:

David & Houtman intended to teach creativity by suggesting from methods of generating novel ideas.

- ▶ Part changing
- ▶ Checker Board
- ▶ Check list
- ▶ Find something similar

Part changing:

This method involves group members in identifying the parts or attributes of something that might be changed.

Problem: Four qualities of a chair are colour, shape, size and hardness. Invent a new kind of chair by listing 15 different colour, 10 different shapes, five sizes and 5 grades of hardness.

Clue: Try to think of different ideas, and don't worry about whether or not they are any good. Think of different ways to change each part of the chair. Use your imagination.

Checker Board Method:

This method involves a checker board figure with spaces for entering words or phrases on the vertical and horizontal axes. Then group members examine the interaction or combination of each pair of things or attributes.

Problem: Your group is to invent a new sport, place materials and equipment along the top, horizontal axis and place the things the players do (such as running, batting kicking, hanging from their knees) down the side or vertical axis. Then examine the combination of each item on each axis with all the other items on the other axis.

Checklist method:

This involves developing and using checklists to make sure that something is not left out or forgotten. David and Houtman suggest a checklist that includes these procedures:

- ▶ Change colour
- ▶ Change size
- ▶ Chang shape
- ▶ Use new or different material
- ▶ Add or subtract something
- ▶ Rearrange things
- ▶ Identify a new design

A group can apply this subject to any object or problem.



11. Steps for improving Creativity:

- ▶ Listen to music
- ▶ storm your brain
- ▶ Always carry a pen and small pad
- ▶ When stuck for ideas open the dictionary and randomly select a word and then try to formulate ideas incorporating this word.
- ▶ Define your problem
- ▶ If you can't think go for a walk
- ▶ Reduce T.V. viewing timings
- ▶ Don't be influenced by drugs for becoming creative
- ▶ Read as much as you can
- ▶ Exercise your brain regularly by participating in a debate, listening to good speakers, solving puzzles etc.,

- ▶ Develop a creative attitude
- ▶ Unlock your imagination
- ▶ Be persistent
- ▶ Avoid rigid, set pattern of doing things
- ▶ Suspend judgement
- ▶ Be knowledge hungry
- ▶ Tap your subconscious
- ▶ Adopt risk taking attitude
- ▶ Day dream to improve your life & creativity
- ▶ Involve in exercises to improve brain power.



12. Conclusion

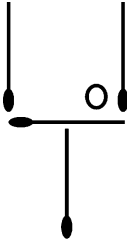
My dear friends, you can learn to be creative. Try to shun the barriers listed above by using the tips and by understanding the basic principles of creativity and by undergoing the 5 stages of creative process. All the very best in your creative attempts.



13. Puzzles to test you

1. Removing an appendix is appendectomy, removing of tonsils is tonsillectomy and removal of growth from your head.....
2. Can you think of a way in which you put a sheet of newspaper on the floor so that when two people stand face to face on it, they won't be able to touch one another? Cutting or tearing the paper is not allowed. Neither is tying up the people or preventing them from moving.
3. A cup has been formed with four match sticks and inside there is a circular object. You

are not supposed to touch the object but you have to bring it outside by interchanging any two sticks but the shape of the cup has to be retained.(clue: the mouth of the cup need not look at the same direction



4. An eccentric king wants to give his throne to one of his two sons. He decides that a horse race will be run and the son who owns the slower horse will become king. The sons, each fearing that the other will cheat by having his horse run less fast than it is capable, ask the court jester for his advice. With only two words the jester tells them how to make sure that the race will be fair. What are the two words?

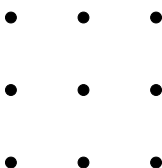
5. **5+5+5= 550**

You can have only one change to make the Left hand side equal to right side but you are not supposed to strike out or cross anything.

6. You are provided with nine match sticks and you have to make it ten without breaking any stick.
7. There are ten bags containing equal number of gold coins and in one bag the coins are weighing 0.1gram less or

more from the coins in other bags. You are supposed to weigh only once but you have to find out in which bag the coins have either less or more weight.

8. There are nine dots below and you have to connect all the nine dots with four straight lines without taking out your hands.



9. You can add one line to the roman nine below to make it 6.

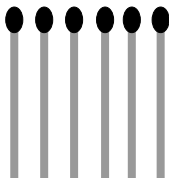
IX

10. $11+3=2$ Is this equation equal. If so How?

11. What do you see below?



12. You have to make four equilateral triangles out of the six match sticks given below.



13. E,T,T,F,F,S,S.....What are the succeeding three letters.
14. An evil money lender offered to settle a debt with a young woman if the woman would agree to a simple wager. She was to reach into a bag and draw out one of two pebbles. If the pebble was white, the debt would be forgotten. If it was black, she would have to marry the moneylender. The young woman noticed, however that the money lender put two black pebbles into the bag. What did she do?
15. A woman is arrested for murder. She is tried, found guilty and sentenced to death. However, the execution can never be carried out. Why not?
16. A man walks into a bar and asks the barman for a glass of water. The barman pulls out a gun and points it at the man. The man says 'Thank you' and walks out.
17. Frank was sleeping in an anchored ocean liner. At noon the water was six meters below the porthole and was rising one meter per hour. Assuming that this rate doubles every hour, when will the water reach the porthole?
18. Two sets of train tracks run parallel except when they enter a tunnel. The tunnel is too narrow to accommodate both sets of tracks, so far its entire length, the two become one. One afternoon, one train entered the tunnel from the south end and another train entered from the north end. Both trains were traveling at top speed in opposite directions, but there was no crash. Why?

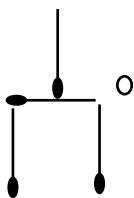
19. Find the odd man out?



20. Find out a new Title for Shivaji

Answers to Puzzles:

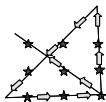
1. Hair cut
2. Put a sheet of news paper at the entrance of a room in such a way that the door bisects the sheet and ask the two people to stand on the two portions of the sheet which was separated by the door.
3. The horizontal match stick may be moved slightly to your left side and the right side top match stick may be brought down as shown in the picture



4. Switch horses
5. $545 + 5 = 550$
6. TEN

7. Take one coin from the first, 2 coins from the second, 3 coins from the third bag.....respectively and weigh all the coins once. If the weight is 0.1 gm. more or less....0.4 gm more or less or.....0.9 gm more or less the the first bag or 4th bag... or 9th bag will have the difference in weight

8.

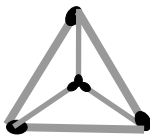


9. SIX or 1X6

10. In a watch if 3 hours are added to 11 O' clock then it will be 2 O'clock.

11. FLY , TIE

12.



13. E N T.

14. The girl took one pebble and acted as unconscious. Every body around was keen to attend on her rather than looking for the colour of the pebble she has taken. While they were attending on her she slowly threw the pebble. Then she woke up and told the crowd that she has taken a white pebble and was searching for it. One old man in the crowd said we can verify her statement by looking at

the colour of the remaining pebble in the bag.

15. She is a Siamese Twin

16. The man had hiccups. The barman recognised this from his speech and drew the gun in order to give him a shock. It worked and cured the hiccups - so the man no longer needed the water.

17. Since pothole raise with the ship the water will never reach

18. They entered the tunnel at different timings

19. All are odd man out

20. A **new Title for Shivaji**

Truth triumphs, The Boss, Return of justice etc.,,

Nikhil Foundation

The foundation was founded in memory of N.Nighileswaran, an irreparable loss in one family was converted into benefits for more than 60000 underprivileged school children so far. Nikhil himself a philanthropic individual had a mission of helping the fellow citizen and loved by the students and teachers. The foundation got registered on 27.10.2007(1742/4/2007) to achieve universal peace through empowered Indian Citizens...

About Us...

Vision:

To empower the youth of India

Mission:

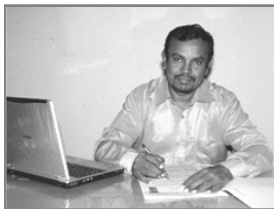
By imparting life skill education programme to the youth of this nation in helping them to empower towards excellence for proactive performance and to become responsible citizen and through them strive to make India as a front runner in bringing out universal peace.

Theme:

Empowering youth towards excellence.....

Services

One day free life skill education/ Empower Thyself programme is conducted for the rural underprivileged students studying in Govt., corporation, Municipal, aided schools and Govt. Colleges.....



About the facilitator...

JCI Sen.S. *Nagalingam*

Naga, born in 1959 in a tiny town viz., Aruppukottai, a varsity Blue in Hockey, currently working as Superintendent of Central Excise in Charge of Legal Section, Office of the Commissioner of Central Excise, Madurai¹.

He also did his Post graduation in Sociology, Psychology, Business Administration, and graduation in Mathematics and Law. Joined Jaycees in 1993 and reached the level of National Faculty Cell Member of Indian Jaycees. He has been conferred with many titles and awards for his distinguished service as a trainer in Jaycees.

He has more publications to his credit in the area of Training. Empower to Excel and Millennium memory Power, Speech Craft and CAP are the four manuals published by Indian Jaycees. Chase, Date Thyself, Welcome to Junior Chamber folder in Tamil, an I.D. Manual on 14 topics, titled "Ezhumin Vizhumin", I.D.Manuals on Tamil viz., Empowerment, Optical Dimensions, CAPP, Happy Family Relations, Memory Skills Speech Craft, conflict resolution, Assertiveness, Magic of life, Differing paradigms and Relax Please in English were published by various zones and chapters of Indian Jaycees. A CD titled "Fast Track" comprising Power Point slides, Power Point shows, word files, clippings on almost all his compilations on various training topics was released to the benefit of budding trainers. He is also promoting Jaycees among the rural mass in a great way.

He is the founder of Nikhil Foundation started in memory of his second son Nighileswaran who died in a tragic road accident and the foundation so far empowered 60000 students through its one day free life skill education programme.

His is a happy family ably managed by his better half Nagha.Malarkhodi and blessed with two boys Soundar and Nighileswaran.