

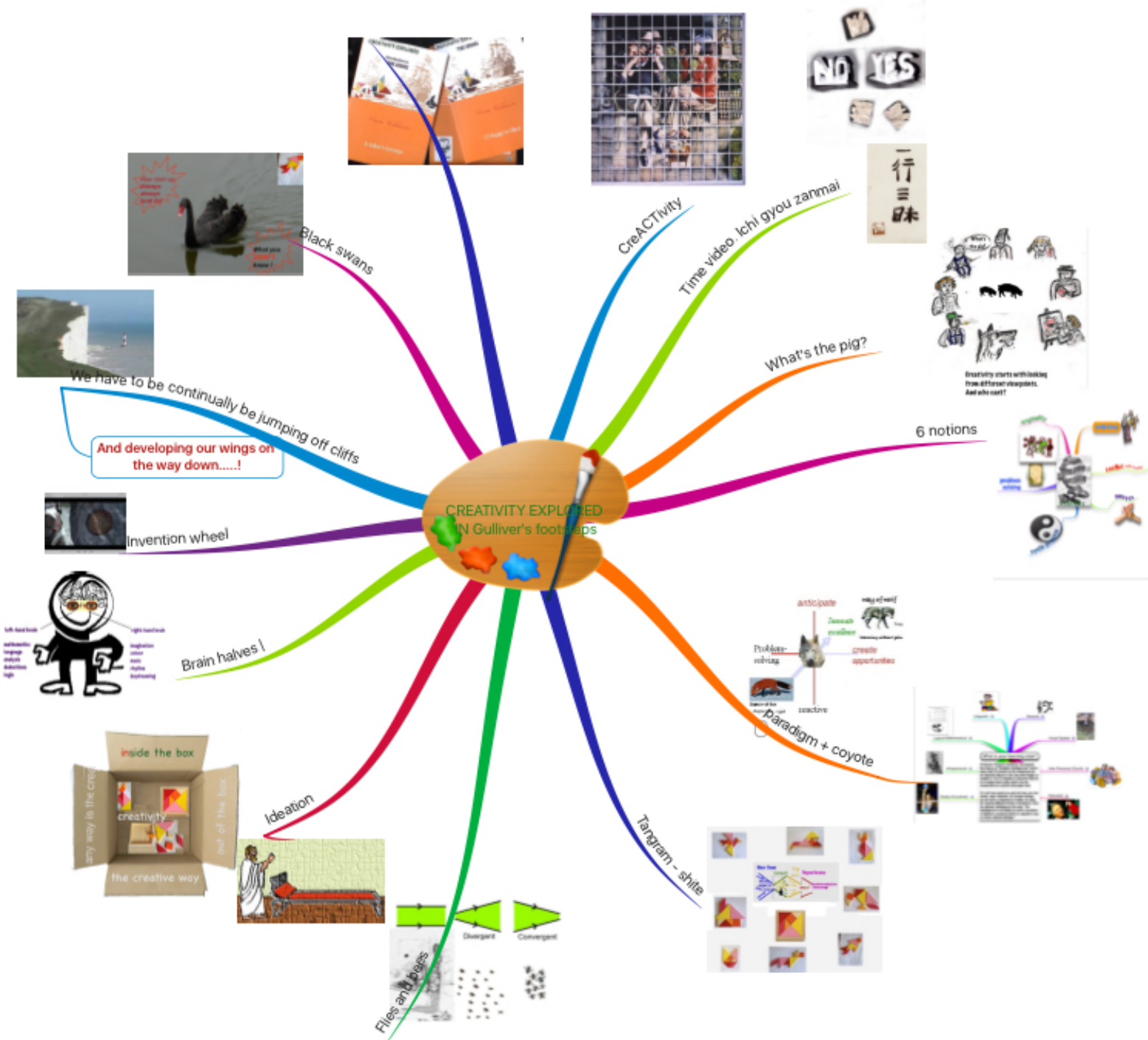
*“We have to be continually jumping off cliffs and*



*developing our wings on the way down.”*



*Kurt Vonnegut*

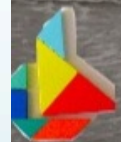




# CREATIVITY EXPLORED THE SERIES



1. Voyage to Lilliput
2. Voyage to Brobdingnag
3. Voyage to Laputa
4. Voyage to Houyhnhnm
5. Voyage to creative self



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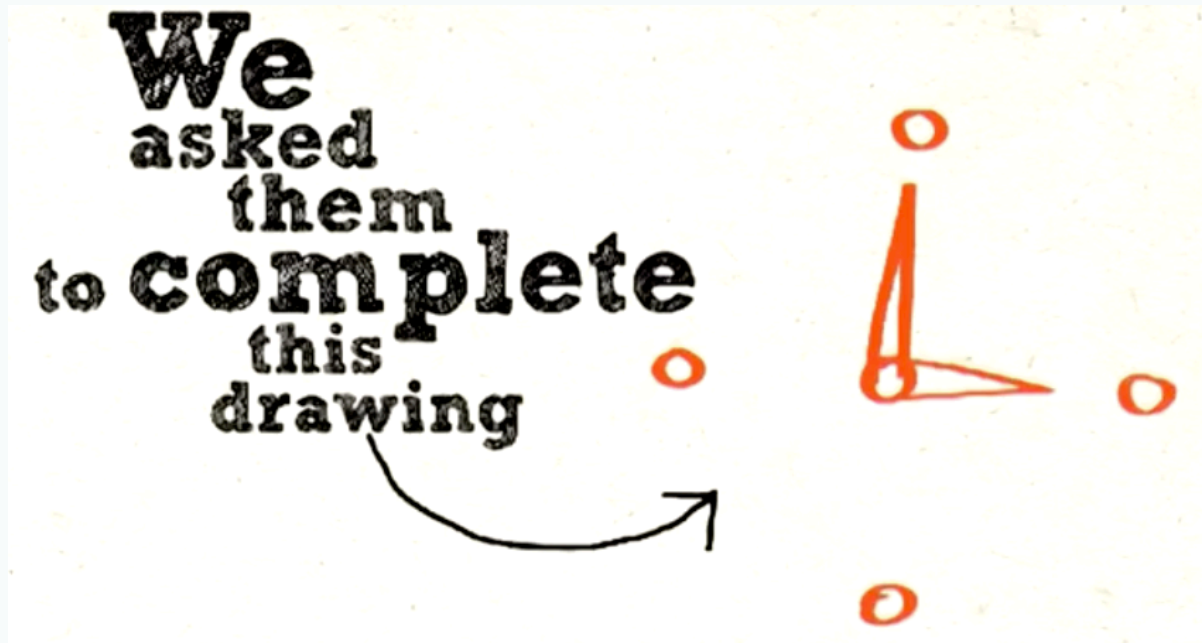
# reframe



# reactief







Our clients want us to do more work in less time.

How can we make them understand that for new,  
effective ideas we need more time?

We sent them this film to show them how creativity works.

Communications café: lifelines instead of *deadlines*



*on a painting*

*the sound of*

*the wind*

*in the pine trees*

Crea

tivity

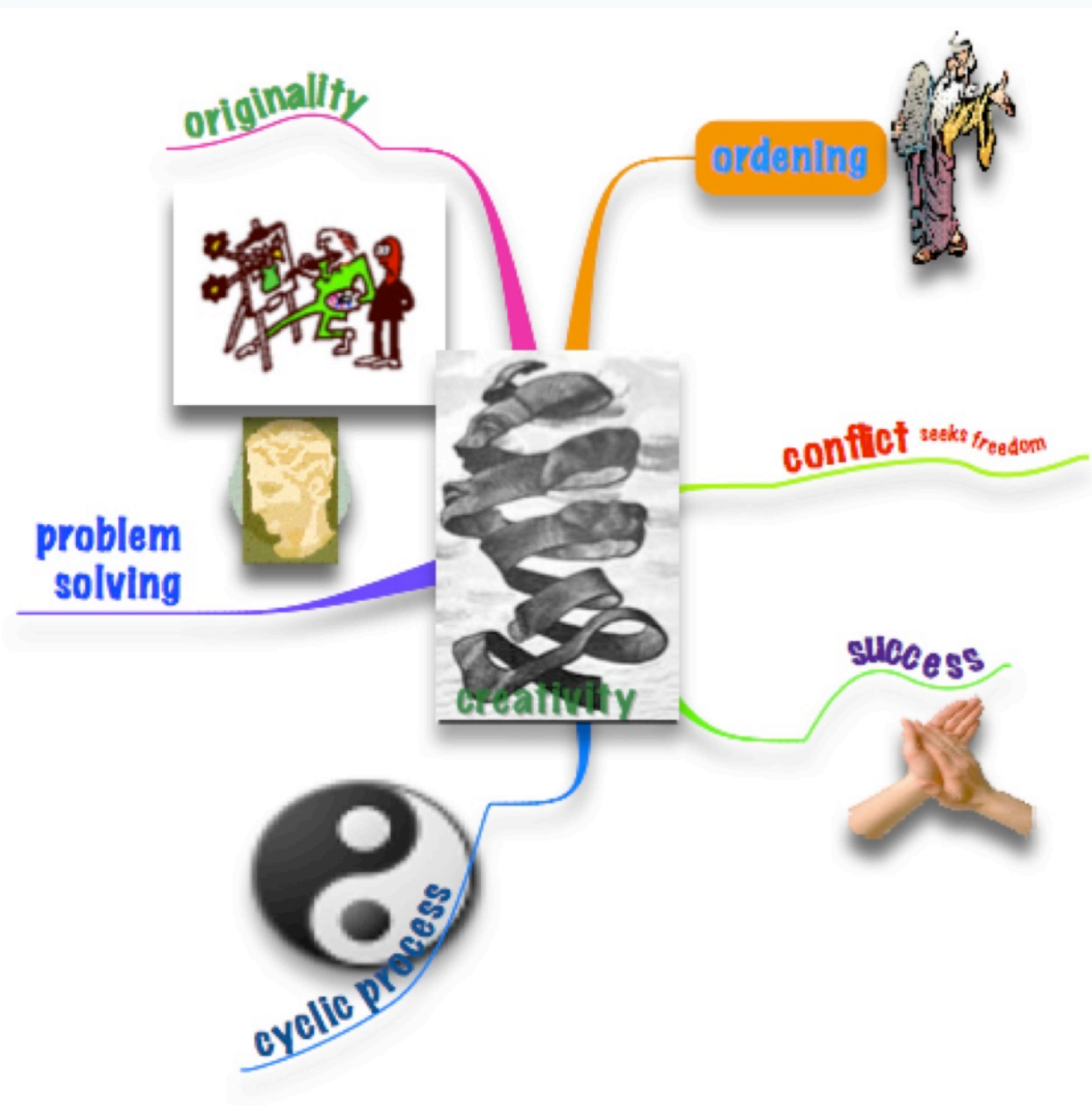
ZEN

A stylized green pine tree with three yellow clouds. The clouds contain the words 'Crea', 'tivity', and 'ZEN'.





Creativity starts with looking  
from different viewpoints.  
And who can't?





*anticipate*



*innovate*

*excel*

problem  
solving



*create  
opportunities*



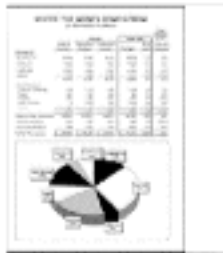
reactive



Linguistic



Musical



Logical-Mathematical



Visual-Spatial

## What is your learning style?

Professor Howard Gardner developed the theory of "Multiple Intelligences" which says that IQ should not be measured as an absolute figure in the way that height or weight is. It is a mistake to assume that IQ is a single fixed entity which can be measured by a pencil and paper test.

It's not how smart you are but how you are smart, says Gardner. As human beings, we all have a repertoire of skills, he says, for solving different kinds of problems. And he defines intelligence this way: "An intelligence is an ability to solve a problem or fashion a product which is valued in one or more cultural settings."



Intrapersonal



Inter-Personal (Social)



Bodily-Kinesthetic

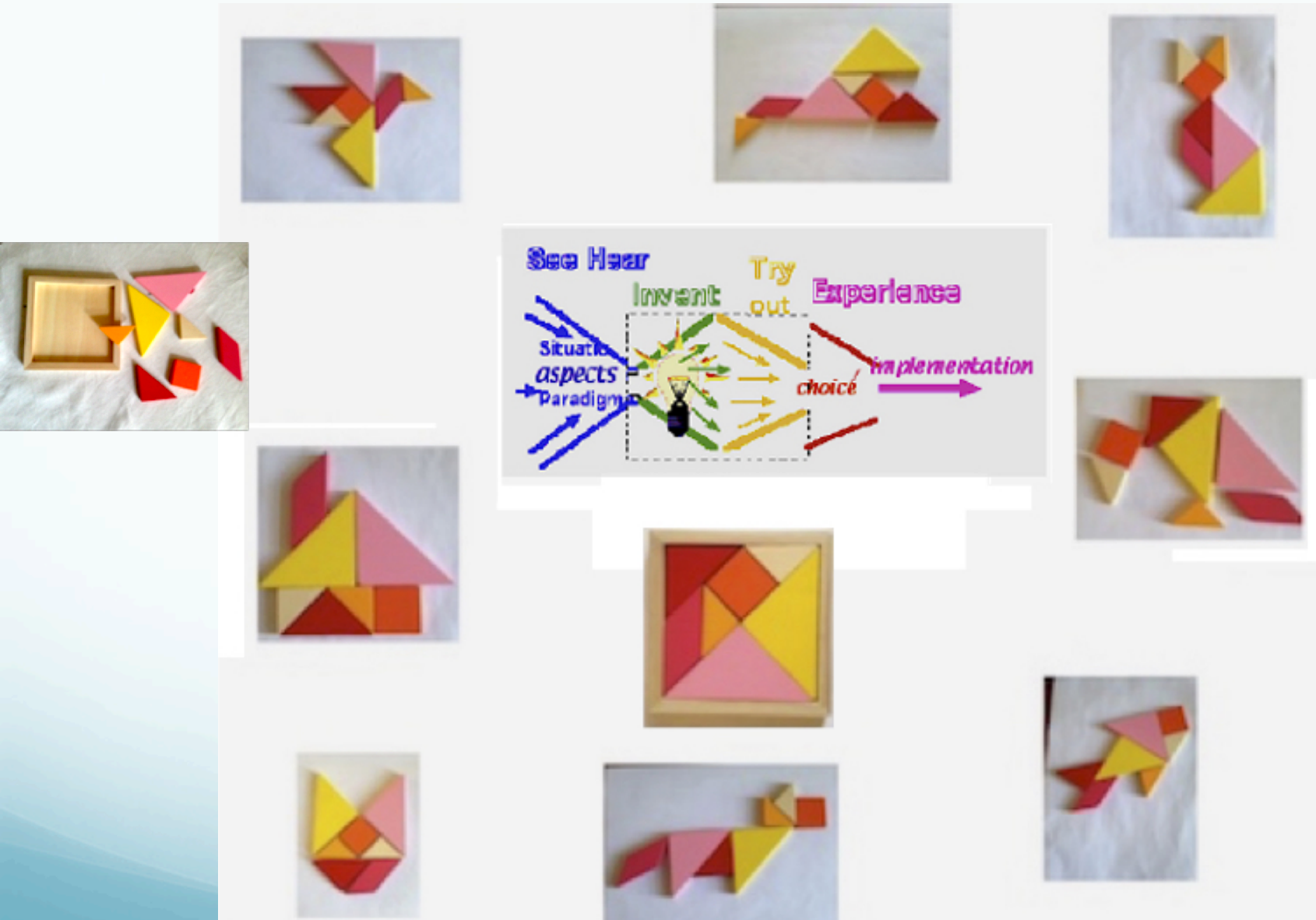


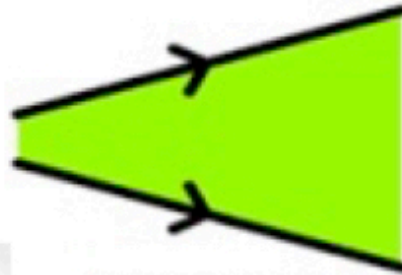
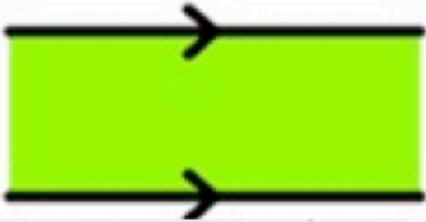
Naturalist



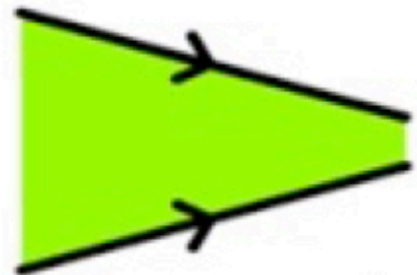
# CreACTIVE process

SH I T E





Divergent

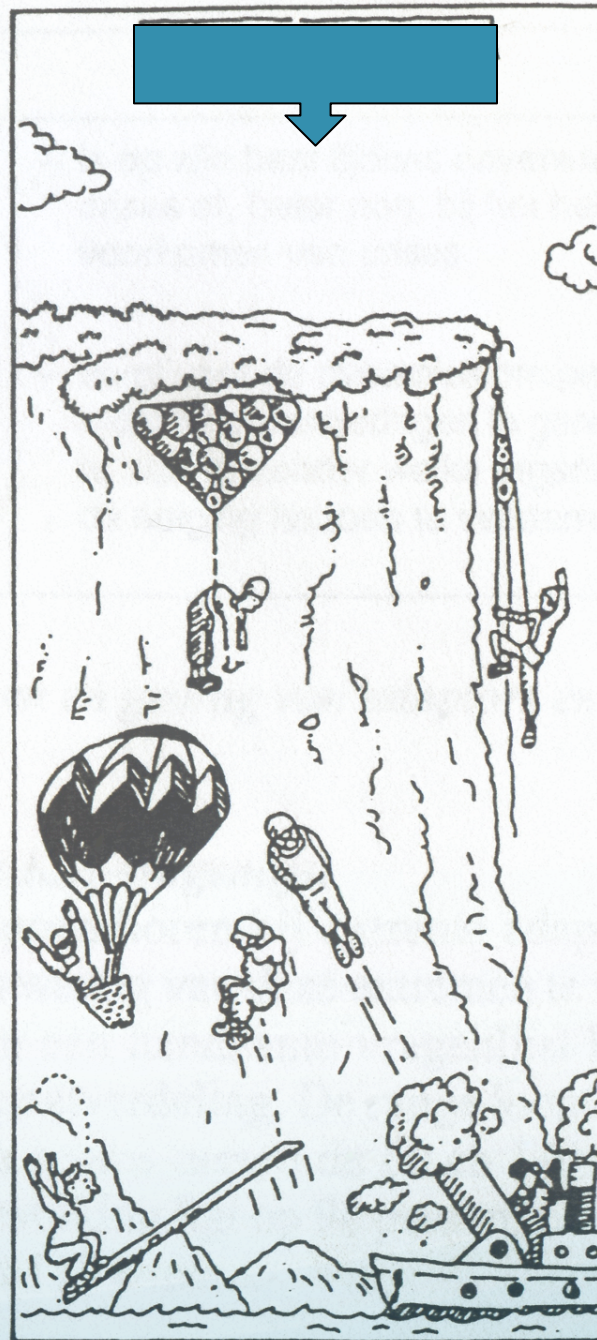
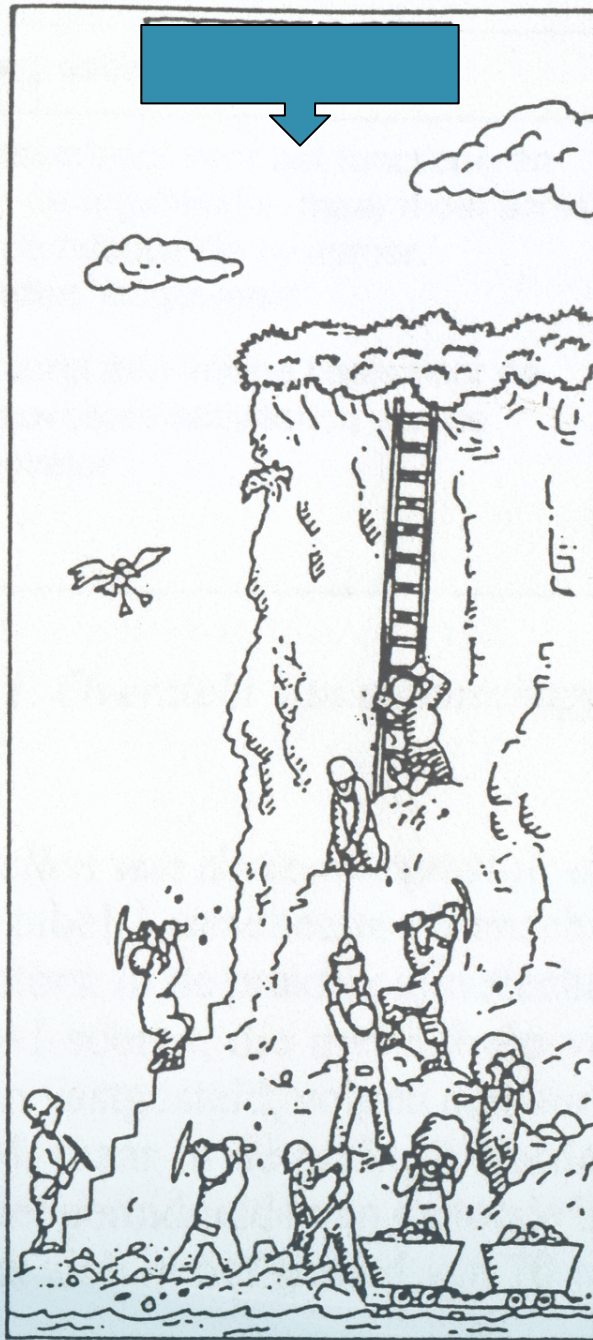


Convergent













**left-hand brain**

**mathematics**  
**language**  
**analysis**  
**deductions**  
**logic**

**right-hand brain**

**imagination**  
**colour**  
**music**  
**rhythm**  
**daydreaming**



Do you think it is easy to change?  
Ah, it is very hard to change and  
be different.  
It means passing through the waters  
of oblivion.

D.H. Lawrence

Killing good ideas  
can harm your future.



