Encouraging Creativity

* Brainstorm - Capture **all** ideas
* Delay evaluation of ideas - do not evaluate ideas while generating ideas
* Break the rules
* Adopt the attitude that there are no bad ideas
* Seek a quantity of ideas
* Use humor
* Utilize as many of your senses as possible
* Foster a relaxed environment
* Be receptive to new ideas
* Use a facilitator outside the team to coordinate the action
* Nurture diverse team membership
* Provide incentives
* Refine the problem definition - so there is a shared understanding within the team
* Take risks
* Follow your intuition
* Think outside the box
* Set time limits
* Use visuals
* Use metaphors to stimulate thinking
* Offer support and praise
* Provide the freedom to explore ideas
* Think like the target group (e.g., customer) – “put yourself in their shoes”
* Be playful

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