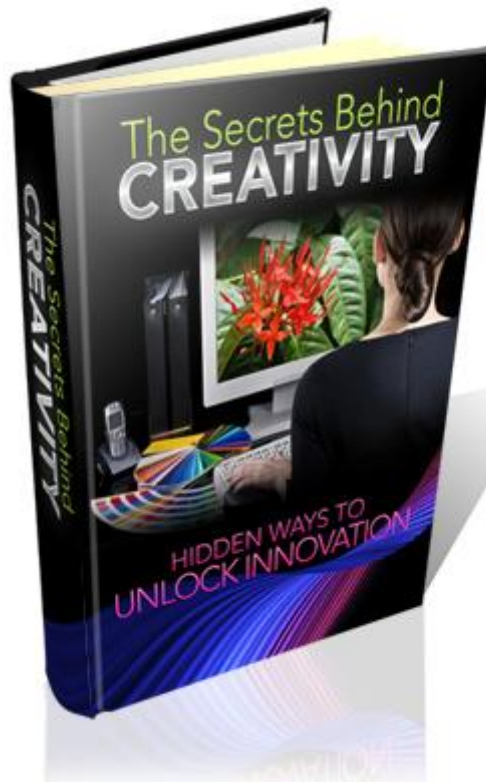


The Secrets Behind Creativity Mrr



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The secret to creativeness is to begin with good problems. Then you need to turn those problems into challenging challenges. After that, dandy ideas will almost fabricate themselves. Almost every creative thought is a potential answer to a problem. Einstein's theory of relativity was about working out a discrepancy between electromagnetism and physics. Post-its were about discovering a use for not very sticky glue. Picasso's cubistic paintings were about working out the problem of mapping cubic space on flat canvases. And so forth and so forth. Before you even consider generating ideas, you need to turn your trouble into a challenge. Because, if you begin yielding ideas to solve the wrong trouble, you may have dandy ideas,55 - but they'll probably be crappy solutions. Most people, when they have troubles, they straightaway seek solutions, sparing nary a thought for the trouble itself. Creative individuals know better. They begin by examining the problem and turning it into a originative challenge. The better way to get going on turning your trouble into a challenge is by putting down your problem on a sheet of paper. Now, try and break the trouble down. Ask yourself "Why is this a problem?", "What is inducing this?", "What is behind this?", "What additional matters are at stake?" And so forth. Ask "why?" till you are able

to no longer answer yourself. Write all of your replies on the sheet of paper. At this stage, the core problem as well as key crucial issues will be manifest. Let's call this the big problem.

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