How to think like a creative. Wait—you ARE a creative!

Nancy Buffington, PhD
How to think like a creative.
Today’s speaker

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Take a minute to connect with your neighbor
Wait. How can creativity have an agenda?!

Okay, how about a teaser?

• We’ll explore some creativity principles
• We’ll put these principles to “work” play
• We’ll have fun and get s— done
• You’ll leave with a full creativity toolbox
How many ways can you use a paper clip?

Have a team member choose an object.

Brainstorm and write a list of your object’s possible uses. Think big, small, obvious, unusual, practical, wacky.

Divergent thinking:

- Originality
- Fluency
- Flexibility
Words, words, words part 1

Make up “creative” sentences that include your three words, in the order they appear on your slip of paper.

Example

paper albatross toothpick
Words, words, words part 2

Make up “creative” sentences that include your three words, in the order they appear on your slip of paper.
Make lists

As a team, list as many white things (that are ALWAYS WHITE) as you can.
As a team, list as many white EDIBLE things as you can.
What’s the problem?

Think of a ”problem” you’re trying to solve. At work or at home. Briefly discuss with your team, and settle on ONE problem to focus on as a team.
Get your questions right

Explore questions before you explore answers!

As a team, generate ten questions about your problem.

Look for themes/leads in your questions. What are the most promising 2-3 questions?
Assume—and then un-assume

As a team, list your assumptions about the problem.
Then pretend you just discovered it’s not true.
Come up with a story to explain how that assumption is no longer true.
What would a goldfish do?

Look at your problem through the eyes of others. You can get playful with this!

Examples:

• What would a four-year-old boy do?
• What would Oprah do?
• What would ___ do?

Try three of your own as a team. How would ___ approach your problem?
Questions?
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**Session Title: Combatting Your Chronic Cash Flow Crisis**

**Session Description:**

Combatting your chronic cash flow crisis requires understanding where the money is going, identifying ways to reduce expenses, and finding alternative funding sources. In this session, we will discuss strategies for managing cash flow in a way that ensures your business remains solvent. Whether you’re dealing with seasonal cash flow fluctuations or other challenges, this session will provide tools and tips to help you stay afloat.

**Audience:**

Anyone managing small business finances.

**Rating:**

5/5 (Excellent)
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