




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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A photograph of two young women with long blonde hair talking outdoors at night. The woman on the left is in profile, looking towards the woman on the right. They are both wearing dark jackets. The background is dark with some blurred green lights, possibly from trees or streetlights.

Take a minute  
to connect with  
your neighbor

#QBConnect | WiFi: QBConnect

# Agenda

**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?





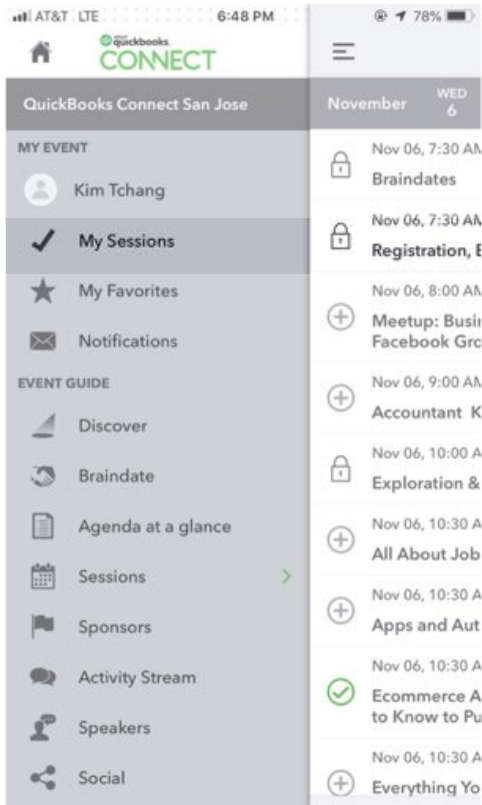


# Questions?

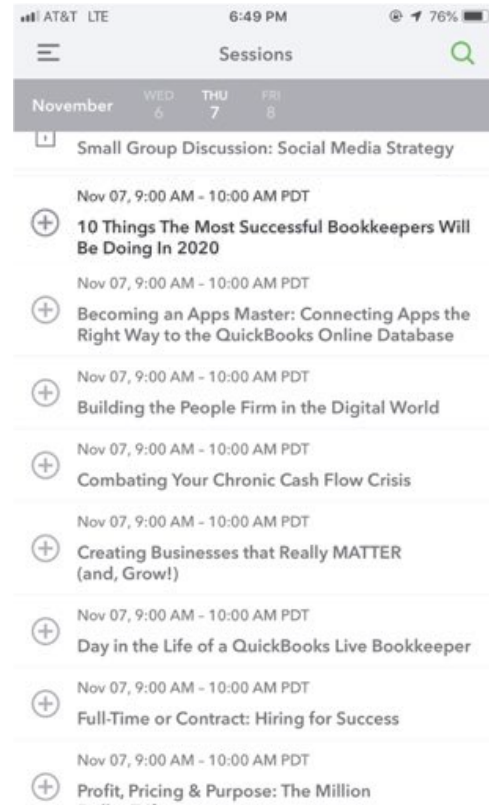
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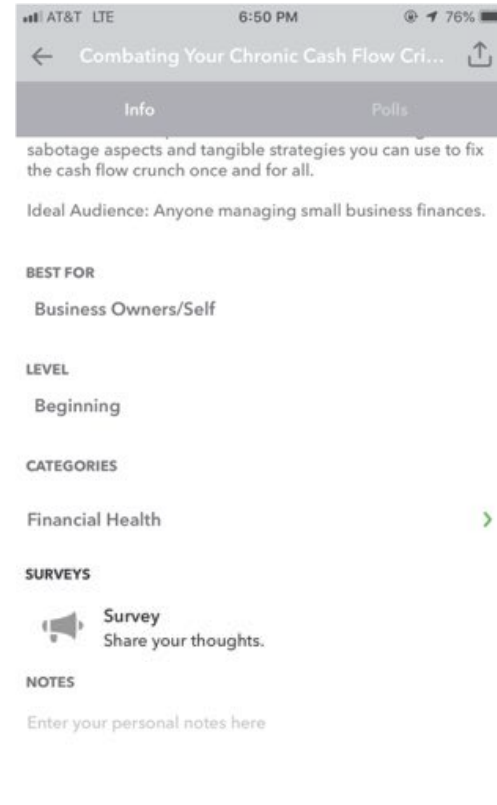
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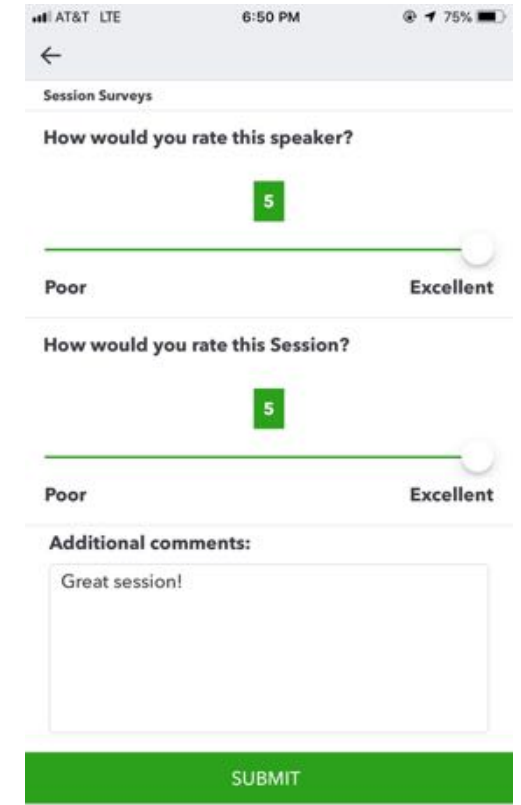
## 2. Select Session Title



## 3. Select Survey



## 4. Add Ratings



# Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks CONNECT agenda page for November 7. The page features a navigation bar with links for 'Why Attend', 'Agenda', 'Speakers', 'Pricing', 'Sponsors', 'Travel', and 'FAQ'. A 'Register now' button is located in the top right corner. Below the navigation bar, there are tabs for 'November 6: Accountant Day', 'November 7' (which is selected), and 'November 8'. A 'Print Agenda' button is also present. The main content area includes a search bar labeled 'Search for sessions' and a set of filters: 'Business Growth', 'Life & Business Skills', 'Organizational Culture', 'Technology Training', 'Advisory', and 'Financial Health'. An 'Expand all +' button is located to the right of the filters. The agenda items are listed in a table with columns for time and session details. The items include: '7:30-9:00 am Registration, Breakfast & Exploration'; '7:30-10:30 am Braindates' (with a description: 'New this year, you can use Braindates to book time with fellow attendees, expert consultants and the QuickBooks support team. Learn more.' and 'Best for: All Audiences. CPE Hours: not eligible'); '8:00-8:30 am Yoga'; and '8:00-8:45 am Breakout Sessions' (with sub-items: 'Small Business Meetup: Relationship Marketing and the Power of Human Connection', 'Small Group Discussion: Social Media Strategy', 'Small Group Discussion: Showing up - Why What You Wear Matters', and 'Small Group Discussion: Build Your Dream Bookkeeping firm').

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