

EXERCISE:

CREATIVITY FROM COMBINATION

10 MIN

Put together things that you would never think could be combined. Use this exercise, adapted from creativity expert Michael Michalko, to see how much creativity each of us has inside, how we can build on existing ideas to create things that are new and unexpected, and have some quick fun.

1) Divide into pairs.

2) Have each person in the pair come up with an object. If you need some direction, pick an object that starts with the same letter as your first name.

3) Combine the two objects to create a new combo-object. Yes, the two objects you thought of might seem totally unrelated to each other, and combining them may seem to make no sense — but that’s the point and those are the rules! Come up with the details for this new, hybrid object: what it does, who it’s for, what it looks like, etc. Feel free to sketch it out.

For example, when Rachel and Steve were doing this exercise, they thought of: RADIO and SWATTER and came up with THE RADIO SWATTER:

The Radio Swatter™® listens for people with loud music in their cars or apartments late at night. It looks like a white gloved, open hand attached to some helicopter blades with zRadar™ and flies through open windows (and crashes through closed windows) slapping the back of the hand of the person responsible, and saying, “TOO LOUD! TOO LOUD!” repeatedly until they turn it down. (Patent Pending, Rachel & Steve Incorporated LLC)

4) Present your new combo-objects to each other, reveling in how incredible they are and how they’ll take the world by storm.

