

# Creative Problem Solver workbook

*By*

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## Introduction

The aim of this e-book is help you to learn how to tap into your own inner, creative resources, to help you to quickly and easily come up with a flood of creative solutions to tricky challenges you may be facing in any area of your life.

When you master these simple skills you should be able to turn on your creativity, on demand, any time you choose to deal with any situation.

It is designed to be used in conjunction with our “Creative Problem Solver” relaxation CD or MP3 download.

There is a very simple 3 step process to creativity, which is outlined in this e-book. It is designed to help you to tap into all the resources of your logical, analytical left brain **AND** the creative, imaginative, intuitive right side of your brain.

When both sides of your brain are working together, you can intuitively know which is the right course of action for you to take and forge ahead with it.

For best results, follow the steps in order. And remember to take ACTION on the creative ideas you have come up with.

Wishing you much success with your Creative Problem Solving

Amanda Goldston

## **Situations when you may need to be creative:**

- When you have difficult decisions to make and it seems that whichever way you go, you are going to upset someone. Yes/no?... shall I/shan't I?... What way shall I go?
- When you urgently need to find a creative answer or clever twist to finish a project to meet a pressing deadline.
- When you are searching for Inspiration to move forward in a project. Perhaps you have a block to get past?
- When you are writing something such as a work project, a personal letter, or finding the words to express your love to someone, to apologize or maybe to complain and get a problem resolved.
- When you are looking for ways to deal with a difficult person or situation without losing your temper or giving in to them.
- Perhaps you have to deal with bullies, either in your child's school or in the workplace and it is crucial to find a workable solution where everyone can win.
- Would ideas to get your kids to do their homework or tidy their room, without arguing, the first time you ask them, be useful?
- When you have run out of ideas for closing a crucially important sales call and could benefit from a dose of inspiration.
- When you want to find ways to prepare for an upcoming interview, presentation, appraisal or meeting so you make a glowing impression and stand out as unforgettable.
- Other?

## What can you do?

You can worry, panic, get stressed up, pull your hair out or you can take a pen and paper and allow your creative mind to unfold.

### “Left, Right, Left!”

No, you don't have to do a military march or take up dancing classes to get an unlimited flow of creative answers.

We are going to show you some ways to use both your left-brain logic and rational thinking and your right brain creativity, to come up with amazing ideas, whenever you need them.

### Left Brain- logical side

Take a piece of paper; write your question or outcome at the top.

For example:

“How can I resolve this dispute with my colleague so it is a satisfactory win-win for everyone?”

It is important to focus on the outcome you would like to achieve and particularly how that will make you feel.

### How to phrase the question

How can I achieve a specific outcome? Focus on what you want, not what you don't want. Focus on the desired outcome.

For example:

How can I finish this project before the deadline, so it pleases everyone?

How can I get my son/ daughter to tidy their bedroom without a fight?

How can I deal with the bully at work, so it is a win-win outcome?

How can I earn twice as much, working half as many hours?

Or:

What would it take to have xyz in my life right now?

What needs to happen for xyz (or something better) to show up in my life right now?

Or:

How could I confidently present my products/services on my next call so that I get a positive response from my client?

## 20 ideas method

Write at least 20 ideas; do not edit or judge, write everything you can think of, from the ordinary to the totally bizarre. If it pops into your brain, write it down.

A friend of mine told me about a creative brainstorming session the CEO of a wine company was having with all his staff members. The brief was “How can we attract more customers into our wine showroom?

One of the very junior members piped up and said, “There is an old water well in the front yard, why don’t we open it up and catch people as they fall down the hole”.

Everyone laughed at this “stupid idea” and suddenly the light bulb flashed on in the CEO’s head and he said “Wait a minute, we could open up the basement underneath the yard and have an extended showroom down there!”

There is no such thing as a “stupid idea” and even the most craziest idea can have the makings of the solution to your challenge in it.

Make sure you silence the little critical voice that will be saying “Don’t bother with that idea, that is totally idiotic, that won’t work”.

Editing comes later. For now, focus on the question and let the ideas flow.

Keep writing until you have got at least 20 ideas.

## Silence the Critic

For many people, the moment they start to be creative a little voice pops up in their head and starts criticising. The sort of thing it might say is:

“You, creative, who are you kidding?”

“Remember the last time you tried this creativity stuff! Look what trouble that got you into!”

“That creativity stuff is for kids, and you’re an adult- get real, we’ve got a major problem to deal with”

and so on .... And so on.....

This is the logical, analytic, rational side of your brain trying to make itself heard.

It will have a place to play in this process, but just not **RIGHT NOW**.

I used to see this as a small toucan bird sitting on my shoulder. As soon as I started to do anything, it would tell me all the reasons why I couldn’t do it and why it wouldn’t work.

One day, I got so frustrated with this unhelpful creature that I imagined tying a big ribbon round it’s beak, so I couldn’t hear it. Then I gave it a little push, so this beak-heavy creature fell off my shoulder.

Your little voice or inner critic might not need such extreme treatment. However you must find a way to silence it, while you are in the creative ideas stage.

## Write down the opposite

For example goal is to double my income, answer could be start earlier, work harder and finish later.

Write the reverse, for example start later, work shorter hours and finish earlier!

That is quite a challenge for most people because it goes completely against what we have been taught about working.

However you ask yourself “How could I be more productive, working fewer hours?”

This might lead to the ideas of spending the first hour of the day planning or taking all your calls as messages and return them all together at a time that suits you or only check your email once a day or find a way to turn your knowledge and skills into passive income.

Can you **combine** any of the ideas you have written down?

A couple of my goals were to get fitter and to spend more time meditating. Those would seem to be contradictory goals, but what I found was by taking the dog for a walk, on my own, by the river and when it is quiet, I would have some amazing creative ideas.

I read in the great classic “Think and Grow Rich” (Napoleon Hill) where it said “It only takes an idea which is 10% new to make \$1,000.000.00”.

## What else?

That is a very powerful question to keep asking yourself. You will probably hear a little voice in your head say “I don’t know” and a brilliant answer to that is:

“I know you don’t know, but if you did, what else could you do?”

As silly as that sounds, it seems to trigger off a fresh wave of creativity. My kids get really annoyed, when I use that one on them. However it really does work.

Keep asking until you really can’t think of anything else, then go to step two.

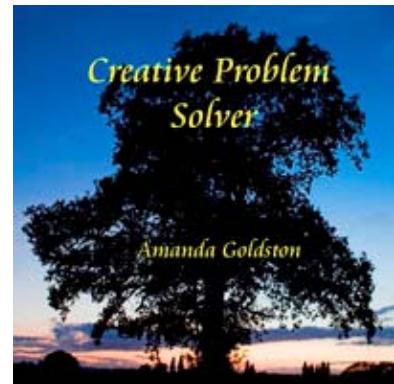
For added impact, think of as many ideas as you can, then put the list by your bed and chill for half an hour, so you can access even more parts of your creative brain.

## Right brain- creative ideas

Yes, that's right- Relax! Chill, put your feet up for half an hour, or go for a walk or have a relaxing bath or do something completely different and let your creative brain come up with the answers for you.

Listen to a relaxing CD or MP3 (our Creative Problem Solver CD or MP3 is an excellent choice).

<http://www.getyourdreamlife.com/creativeproblemsolver.htm>



It is also a good idea to hand it all over to your subconscious mind, with the instruction of "Please give me at least 2 workable solutions (or the perfect solution for me) to this situation by.... Tomorrow morning, in the next hour, when I wake up from my doze....".

Be willing to let it go, and trust that your subconscious will come up with the answers in the required time.

Have a good night's sleep or a good rest.

Keep a pen and paper by your bed, because you may well wake up in the night, knowing exactly what you need to do, and if you don't capture those gems of wisdom while you can, you may forget them.

It is very frustrating to jolt awake in the middle of the night, with crystal clear clarity of exactly what you need to do next, and then to have forgotten what is was by the time you get up in the morning.

## Some other ideas:

Try a word association:

Think of an aspect of your project, pick a word and let your mind wander freely and associate words together.

For example, your challenge could be the untidiness of your child's bedroom. You could start with a word like "carpet", which for me leads onto words like, "can't see, dirty, different colours" which leads to "multi coloured rug", which leads to "play mats"... hmmm maybe with "pictures or games on them" which can't have stuff all over them because you can't see the games to play, so... perhaps we need "storage boxes". "What is my child's favourite colour? (For my daughter it is pink).

We ended up resolving the untidy bedroom challenge, by buying several large, clear, pink storage boxes with lids. Miraculously everything disappeared off the floor because she could see where it all was in the "pink boxes"

## **Book exercise:**

Pick a book you think may be useful to your project. Set an objective for example I want to find 6 ideas from this book that will help me to complete this project.

You can then do a simple speed-reading exercise.

Open the book, relax your eyes, look at the centre of the book and let your eyes go a little fuzzy, almost like you are looking through the book, then turn the pages quite quickly.

Your brain will pick up all the information you need. Do not try to read any of the pages. Just turn the pages as fast as you can, keeping your eyes fixed on the centre of the book.

You can really challenge your thinking with this one by holding the book upside down and turning the pages from back to front.

When you get to the end, you can turn the pages again if you choose. Next, go through the book, opening it at random pages. Notice any words or phrases that jump out at you.

This is better done if someone else can write the words/phrases down for you or if you can say them into a tape or onto your computer as you go along.

You'll be amazed at the ideas this will generate. Pick out the key, or recurrent themes and combine them.

The first time I did this I was totally sceptical. That went against everything I had ever been taught about absorbing information. However I was truly amazed.

At the time I was working on the overall direction of my business. All the words that came out related to the work I do now with abundance and creativity and intuition.

Have a go. It is a really powerful process.

When you have a list of about 25, look at them and ask yourself your question again. How can that help me complete my project? You may want to group them into similar ideas, or draw a simple mind- map.

## Pictures and drawing

You could try the idea of **Mind Maps**. (see diagram below)

Write down your outcome in the centre of a large piece of paper, get some coloured pens and let your mind wander freely.

The idea is to draw lines from the centre outwards with the main ideas and then associate the words from there, so for example in our “Double my income” example, you could put that idea in the middle and then draw branches off such as, work harder, or get another job or start my own business or teach about my hobby etc and then add ideas in different colours that relate to that topic.

Then you pick the idea that most appeals to you and get started.

### Mind Map Example



## **Listen to intuition, watch for ideas**

When you open yourself up to Creativity, you will find that ideas can pop into your head at any time. You may get an urge to call someone or send someone an email.

Perhaps you'll find yourself drawn to a magazine that you never read or get a sudden impulse to switch on the television.

If you do, then act on it immediately because it is likely that you will see or read something that will give you just the answer you have been seeking.

## **Drink plenty of water**

This will keep you hydrated, and studies have shown that water seems to help stimulate your brain, rather than tea or coffee or sugary drinks, which have the opposite effect.

## **Breathe**

If you are feeling stressed and creativity is not flowing, try taking some deep breaths.

Breathe in for a count of 7, hold for 7, and then breathe out for a count of 7 and hold for a count of 7. Breathe in through your nose and out through your mouth.

Do this for a couple of minutes until any stress has cleared.

## Figure of 8

If the Creativity is not flowing as you would like, then try drawing a figure of 8 with your hand in the air. Better still use both hands and see if you can get both hands going in opposite directions.

If you have the space, the other option is to walk round in a figure of 8.

This is a brilliant way to free up your creativity because you are physically connecting both sides of your brain. You are creating new pathways between the logical left side and the creative right side.

## Left brain- analyse

### Editing and analysis.

Take all your ideas, both from your pen and paper exercises and from your relaxation and put them all together on one piece of paper or on one page on your computer

This is the time to edit and to decide what combination you want to try first and to set the action steps.

This is the time to call back in your logical brain to decide which ideas are viable for you or practical for you right now.

This is the time to decide what other steps you might need to do before you can do some of the more outrageous ideas. Now is the time to have a logical, step- by-step ACTION plan.

My friend David Hyner of Stretch Development Ltd teaches this idea brilliantly in his “Massive Goals Programme”. Thanks for letting me use this, Dave. For more info go to [www.stretchdevelopment.com](http://www.stretchdevelopment.com)

He used this idea to raise £289,000 in one event for a charity. I used it to get my first ebook and relaxation project, Clear Limiting Beliefs, <http://www.getyourdreamlife.com/limitingbeliefs.htm> up and running and I taught it to my girls.

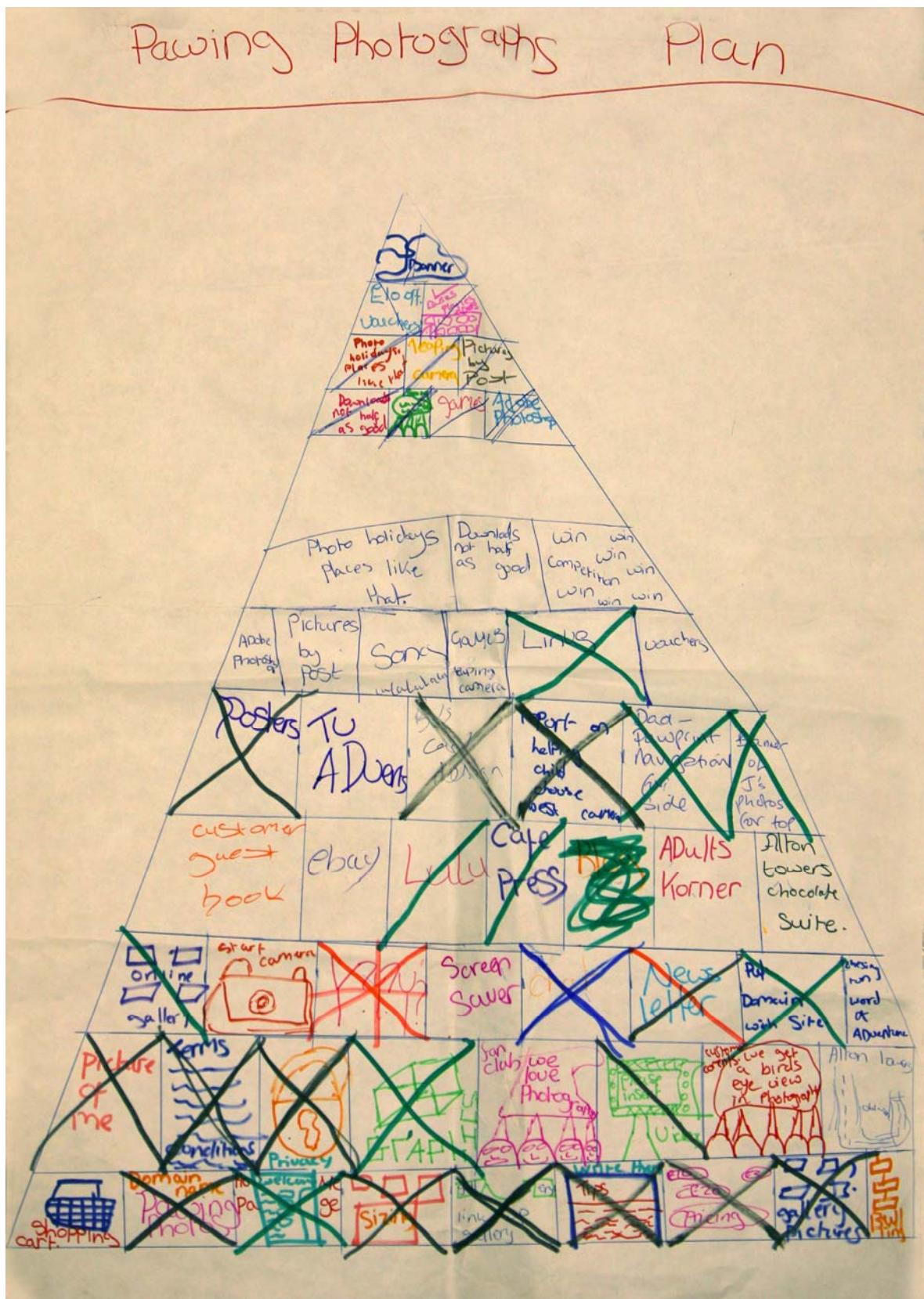
My youngest daughter, Jacqueline, used it to create her online photography business, which you can see at <http://www.pawingphotographs.com>

When you have all your ideas, you need to PRIORITISE them according to which ones are the most IMPORTANT (not necessarily the easiest) and which ones would move you toward your goal the fastest.

Then draw a pyramid shape with building blocks and draw something that represents each action in each building block.

Work your way along the bottom line, doing the most important actions first and crossing them off when you have done them. (see diagram)

Jacqueline's original diagram for her business is below, so you can see how it works.





## Get started:

This is probably the most important part.

Do something to get started.

Take some action, even if it seems totally bizarre. You never know where it might take you.

Then use your right brain creative side for the intuitive prompts to keep you on the right track.

Once you start towards your goal, your creative brain and your intuition will guide you towards what you need to do next.

We hope you have found this Creative Problem Solver e-book useful. If you have any other suggestions of ideas that have worked for you, then please let us know. [Amanda@getyourdreamlife.com](mailto:Amanda@getyourdreamlife.com) and we will include them in future editions. We will also send you a free copy of updated versions as they become available.

With abundant blessings.

Amanda Goldston

<http://www.getyourdreamlife.com>

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## About the Author

Amanda G. Goldston

After graduating from the University of Salford in 1989, I worked in various positions as a self-employed sales person in industries as diverse as encyclopaedias, driveways, booklet advertising and ended up as one of the top sales reps in a large national window and conservatory company, where I worked for 6 ½ years.



I began to apply simple relaxation techniques before my sales calls and found this had a marked increase in sales. I became fascinated by the ideas of using my mind to help create success. I also spent a lot of time teaching, training and inspiring others, both in the field and in classroom situations.

I found that the more I could relax and visualise my ideal outcome, the more successful I became. As a successful female in a highly male dominated industry I was on the receiving end of a lot of jealousy and highly destructive energies.

Learning how to protect my energies was one of the first things I learnt and now teach others to do. This led to a keen interest in energy healing and the awesome power of our thoughts in creating our lives.

## **Other products that might interest you:**

We have a range of relaxation CDs, audio downloads (MP3s), ebooks and courses to help you attract your DreamLife in the shortest possible time. Here are some of the other products our many clients have found useful.

### ***Create Your Ideal Day***

*This brilliant book cuts through all the goal setting material currently out there and helps you to start creating and living your Ideal Day-TODAY!*

*Simple tips to discover exactly what you want – more importantly what you don't want- and why and offers proven ideas to turn every day into a joyful experience.*

<http://www.GetYourDreamLife.com/idealday.htm>

*For more resources please visit <http://www.GetYourDreamLife.com>  
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