

## PROTIPS

*Being Creative: Are You Creative* by Marlene Legaspi-Munar

Are you creative? What's your idea of a creative person? Malamang, naa-associate mo ang salitang creative sa mga artists tulad ng painters, dancers, musicians, actors, sculptors and even advertising copywriters. Others probably think of inventors like Albert Einstein, Henry Ford and computer guru Bill Gates. Well, lahat sila ay maituturing nating creative because there are two distinct types of creativity. First, there is what we call technical creativity. Technical creativity refers to the ability to create new theories, technologies or ideas. People like Albert Einstein and Bill Gates are technically creative. The second type of creativity is what we call artistic creativity. This refers more to the skill, technique and self-expression of a person. Kaya sila Van Goh, Lisa Macuja, Lea Salonga, at marami pang mga tulad nila ay maituturing na artistically creative.

Hindi ko kayo ngayon tuturuan kung paano magiging magaling na singer o kung paano makalikha ng mga masterpieces na magbibigay sa inyo ng karangalang National Artist. Nevertheless, I'll share with you some interesting points about technical creativity that will prove helpful sa inyong trabaho at pang-araw-araw na buhay.

As I've said, technical creativity refers to the ability to create new theories, technologies or ideas. There are two main strands to technical creativity. Una, ay **structured thinking**. Structured thinking relies on logical or structured ways of creating a new product or service. Ang pangalawang strand ay **lateral thinking**. Lateral thinking recognizes that our brains can quickly recognize patterns such as handwriting, language and faces. Hindi na natin kailangang mag-aksaya ng mahabang oras to analyze an oval shaped object na may apat na butas, may dalawang nakausling bagay sa gilid at may balumbon na itim sa ibabaw. Once we see a human face, we know it's a human face. That's how easily our brains can recognize patterns.

Kaya lang, we get stuck on our patterns. Pag may problema, ang kadalasang ginagamit nating solusyon ay ang nakagawian na. We do not look for solutions belonging to other

patterns. We use **lateral thinking technique** to break out of this patterned way of thinking. Lateral thinking helps us develop more brilliant, startling and original solutions to problems.

The question is, can you think of brilliant, startling and original solutions? Yes, you can! Don't say, 'I'm not creative.' The only difference between a creative and uncreative person is self-perception. Ang tingin ng mga creative na tao sa kanilang sarili ay creative sila, kaya hinahayaan nila ang kanilang sarili na mag-isip. Uncreative people on the other hand, don't see themselves as creative kaya di nila binibigyan ang kanilang sarili ng kalayaan at panahong mag-isip ng mga bagong pamamaraan. Everyday, ask yourself: Is there a better way of doing this thing? Edward de Bono calls this a 'Creative Pause'. You should also view problems as opportunities for improvement. And most importantly, any creative idea should be followed by an action. Kung hindi, bale wala rin ang iyong ideas. These thoughts about creativity are culled from the website of Mind Tools.

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*Being Creative: Brainstorming* by Marlene Legaspi-Munar

Para ka bang binabagyo dahil sa tindi ng iyong problema? Para sa inyo na nagkaka-mental block o nakakalog na ang utak sa kaiisip kung paano pa mapapabuti ang inyong produkto o serbisyo, narito ang solusyon: **brainstorming!** Yup! Brainstorming is an excellent way of developing many creative solutions to a problem. Brainstorming is a lateral thinking process. Remember, sabi natin kahapon, lateral thinking helps us break away from the usual way or pattern of thinking. Brainstorming can be done individually or as a group. Here are eight tips from Mind Tools on how to have an effective group brainstorming session:

First, **define the problem you want solved.** Liwanagin sa grupo kung ano ang problema ng kumpanya o ng departamento na nais nyong bigyan ng solusyon.

Second, **keep the session focused on the problem.** Don't discuss your personal problems, unless of course, *it is* the problem. Concentrate on the problem that has been defined in the first place.

Third, **make sure no one criticizes or evaluates ideas during the session.** Nakakapigil kasi sa karamihan ang maagang pagki-criticize. Hayaan lang nating magbigay ng mga suggestions ang bawat isa sa grupo. Evaluation of ideas can be done after the brainstorming session.

Fourth, **encourage an enthusiastic, uncritical attitude among members of the group.** Hikayatin ang bawat isa na magbigay ng kanyang opinyon. A group brainstorming session should not be dominated by the facilitator or by one or two persons only. Kahit na ang pinakatahimik sa grupo ay tiyak na may masasabi rin.

Fifth, **let people have fun brainstorming.** In brainstorming, you may accept ideas that at first, may seem to be strange, silly or stupid. Kahit katawa-tawa, take note of each suggestions. In fact, it may help the group to loosen up if you start with wild ideas. But it doesn't mean puro wild and impractical na lang ang inyong iisipin. Take note also of ideas that are solid and practical.

Sixth, **ensure that no train of thought is followed too long.** Ideas should be developed as fast as possible. Huwag masyadong magtagal sa isang idea so that you can generate as many ideas as possible from all members of the group.

Seventh, **encourage people to develop other people's ideas, or to use other ideas to create new ones.** After one member of the group has shared his idea, another can modify it. Kaya advantageous ang group brainstorming--ideas can be developed in depth. The experiences, expertise and creativity of the diverse members of the group are put to use.

Eighth, **appoint one person to note down ideas that come out of the session.** You can use a whiteboard or a flipchart for this purpose. The collected ideas or suggestions can now be studied and evaluated.

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*Being Creative: Random Input* by Marlene Legaspi-Munar

Sa mga office workers at laborers na sasabak na naman sa biyahe, ingat kayo. Dagdagan pa nyo ang inyong pasensya dahil hindi lamang heavy traffic ang makakaharap nyo ngayon, kundi teribleng pollution pa. Paano nga kaya mareresolba ang ating problema sa polusyon? Hmm...may bago akong technique na ituturo sa inyo ngayon on how to solve your problems creatively, courtesy of Mind Tools, a website designed to help you gain the essential skills for an excellent career. This technique is called **Random Input**.

**Random Input** is another lateral thinking tool that helps you gather fresh ideas or new perspectives when solving a problem. Remember that lateral thinking helps you break away from your usual pattern of thinking so that you are able to come up with innovative solutions. Sa Random Input, you are linking another thinking pattern into the one you are already using. Here's how to use the Random Input technique:

Choose a random noun from a dictionary or a prepared word list. Puwede kang mag-ini-mini-minimo sa pagpili. Or you can choose the first word na makikita mo sa listahan. The only criterion in choosing the noun is that it should be concrete and not abstract. It must be a noun that can be seen or touched. For example: cat, highway, incandescent light, or bicycle. Don't use nouns like love, fear, brotherhood, or system because these are concepts na hindi natin nakikita per se or nahahawakan. Puwede mo na ngayong gamitin ang noun na napili mo as a starting point for brainstorming your problem. You will also discover that you'll get good insights if you choose a word from a separate field in which you have some knowledge or expert opinion.

Halimbawa, ipagpalagay natin na ang problemang nais nyong bigyan ng solusyon ay ang problema ng car pollution. Let's choose a random noun...say, PLANTS. What possible ideas could arise from the word PLANTS? For one, you can plant trees on the side of the road to convert carbon dioxide into oxygen. Another thing, the word PLANT also means a factory. Puwede kayang kolektahin ang exhaust gases sa isang

lalagyan at ipadala natin ang mga ito sa isang special plant na maglilinis ng mga gas na ito?

Ang mga ito ay ideas lamang. Ang iba sa kanila ay maaaring tama or feasible, like planting trees on the side of the road. But some of these ideas may be wrong or impractical. However, one of them could have a potential and could be further developed. Random Input helps you think of new solutions na hindi mo karaniwang iniuugnay sa isang problema. It sets you free from the boundaries of your usual pattern of thinking. Try it and see how creative you can be. After all, God the Creator has given us a portion of His creativity so we can use it for His glory and for the betterment of our society.