

THREE

Infallible Creativity Techniques

...to get unstuck & get going
on the stuff that matters



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Creator, *Get Unstuck & Get Going ...on the stuff that matters*

We all get stuck, all the time.

Here are just some of the ways 'stuck' might show up for you:

- *Stuck is when you can only see one way forward — and it's not the route you want to take*
- *Stuck is when you have many options — and the thought of choosing paralyzes you*
- *Stuck is when you know what to do — but don't know how to begin*
- *Stuck is when you don't know what to do — and you can't quite define the challenge*
- *Stuck is when you're waiting to be rescued — and your superhero isn't showing up*
- *Stuck is when you're doing it all on your own — and it's wearing you out*

THE GOOD NEWS IS THAT WE ALL GET UNSTUCK ALL THE TIME.

We're smart, creative people. We figure things out. The situation changes, either because we make it change or just because time moves on.

I've helped such organizations as American Express, British Gas, Pizza Hut, PricewaterhouseCoopers and Nestlé come up with new products, services and ways of working. In doing so, I've discovered that to get unstuck faster and more efficiently, it is critical to become adept at the art of having ideas and creating possibilities.

That's tough to do just on your own – you need something to give you new perspectives and to get new ideas flowing.

Of the many creativity processes and techniques that I use, here are three of my favourites.

These creativity techniques will help you have more ideas that are not “the same old same old”... and will help you get unstuck faster and more efficiently.

Good luck in getting unstuck!



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PS — you can find out more about me on the last page of this ebook

STOP RIGHT NOW!

Before you rush to find out what the three techniques are, there's something you need. Okay, two things.

#1: YOU NEED A CHALLENGE.

The truth is, defining your challenge is a lot trickier than you think. But until you know what you're facing, it's hard to do anything about it.

Work out what you're worrying about, what's in the way and what the issue is.

One of the fundamental rules of creativity is that you need clear and firm parameters to operate within. Sounds like a bit of a paradox, doesn't it? Here's the thing...when you focus on defining your challenge, you create a boundary around it. This allows you to examine it from every angle. Flip it on its side. Kick it around a little. See it in new ways.

The human mind is an incredible thing. We can make sense of almost anything as long as we understand the context. When you define your challenge, clearly and concisely, you give your brain a way to start exploring.

#2: YOU NEED TIME.

You need time to play with the Three Infallible Creativity Techniques. I'm not talking days and weeks. But you will need to have a think about your challenge. When you don't take the time to explore possibilities, it becomes all too easy to resort to routine choices...then you're back to where you started. And that's no good.

So, are you ready to get creative?

Before you go, one last thing to remember...

You don't need to be an artistic person to be creative. It's not about creating something new, it's about making new connections between problems and solutions.

Off you go then, time to bring on the Three Infallible Creativity Techniques.

INFALLIBLE CREATIVITY TECHNIQUE #1

Sketch it!



THE BIG PICTURE

Sometimes words get in the way. You're a better visual thinker than you realize. Before you could ever read a letter or write a word, you saw the world around you, dreamed and scribbled colourful images on paper. So, stop trying to find a solution by making lists or writing down pros and cons. Make the most of this underused skill. Don't fight it. (Or ignore it.)

ALL YOU'LL NEED

A blank bit of paper.

A pen... or even better, a box of crayons.

THE INSTRUCTIONS

- Thinking about your challenge, draw the perfect outcome, the ideal solution.
- It can be realistic, or symbolic, or a map... whatever works for you!
- (Alternatively: Thinking about your challenge, draw some of the possible solutions)

WHAT WILL GET IN THE WAY?

You don't think you're an artist.

Don't worry, this won't be submitted for any art prizes. Give yourself an "A" as an artist – and go crazy. Draw outside the lines. Stick figures are fully encouraged.

Feeling silly.

Ah, the old silly feeling... Many times we feel silly when we are a little uncomfortable, or outside the realm of our everyday life. Nothing ever changed by doing the same thing. So, dive right in. Try something different.

WHY DOES IT WORK SO WELL?

We live in a world that values language. Particularly in organizations, writing and talking are given importance; these talents represent credibility, expertise, wisdom and safety.

Ironically, most of us don't think so well with words. The majority of us are visual creatures preferring to think and conceptualize in images before a word is ever spoken.

Indeed, it's been said that thinking strategically means thinking visually. Before you can take any kind of action, you need to be able to visualize a solution.

There's a reason why "a picture is worth a thousand words."

INFALLIBLE CREATIVITY TECHNIQUE #2

Steal it!



THE BIG PICTURE

Whatever you're facing, someone else has already solved it. Don't reinvent the wheel. Look at their solutions. Adapt them. Make them your own.

ALL YOU'LL NEED

A willingness to get nosy, take a walk off the familiar path and have a poke around.

THE INSTRUCTIONS

- Answer these questions:
 - Who else has faced a similar challenge? (Trust me, someone else has.)
 - How have they solved it?
 - What parts of that solution can you use/borrow/adapt/outright steal?
- Have a look on the Internet.
- Better still, go for a wander (and a wonder) out in the world: to the grocery store, the hardware store, the mall, the hospital. There are ideas and solutions for your challenge waiting to be discovered.

WHAT WILL GET IN THE WAY?

You may feel fairly certain that no one else has dealt with your particular challenge before. And actually, that's absolutely right. But, someone – somewhere – has dealt with something extremely similar. Get curious about who else has faced and overcome your challenge – look in different countries, different communities, different market sectors.

Not understanding the deeper challenge behind the details of your challenge.

For instance, your challenge might be "I need to talk to my boss about this problem" ... and the deeper challenge might be "I need to have a difficult conversation."

So who else is excellent at having difficult conversations? Therapists? Hostage mediators? Crisis counsellors? Politicians? What techniques can you adapt from some or all of these people?

WHY DOES IT WORK SO WELL?

Because we don't have to reinvent the wheel. Get inspired by how others have done it... and then adapt it to your own situation.

Tom Peters, one of the leading business thinkers, says that organizations should move beyond the "not invented here syndrome" and adopt a "stolen with glee" attitude.

INFALLIBLE CREATIVITY TECHNIQUE #3

Break it!



THE BIG PICTURE

This is the fun part – you get to smash things. So, you've got something that isn't working? It's time to break it. Perhaps the routine of getting the kids up in the morning and off to school is a nightmare. Or maybe it's a complex engineering process. It doesn't matter. If it's got more than three components – or steps – to it (and most things do) it can be improved by using this exercise.

ALL YOU'LL NEED

A pen and paper

These questions (in no particular order):

- What can I eliminate?
- What can I add?
- What can I shrink?
- What can I increase?
- What can I make faster?
- What can I make slower?
- What can I make cheaper?
- What can I make more luxurious?
- What can I reverse?
- What colour or texture or shape can I change?

THE INSTRUCTIONS

- Think about the problem you need to change in some way.
- Break it down in as many specific steps or components as you can articulate. The more distinct and specific you can make each step, the better. You should aim for a least 20 steps – even better, aim for 50, 70, 100!
- For example, the process of getting ready to go to work might be: Wake up. Get out of bed. Put on slippers. Turn on espresso maker. Feed cats. Turn on computer. Make espresso. Start Outlook. Turn on radio. Do emails. Have shower while listening to radio. Shave in shower. Towel off. Clean teeth. Look in wardrobe at shirts. Choose a shirt. [and so on and so on. In other words, this is a great detail more specific than "get up, shower and get dressed"]

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- Now you get to play with each smaller piece of your problem. You'll notice that you're immediately drawn to certain aspects. Start there, and apply some of the change questions to that process.
- But don't forget to look at the other pieces too. They might be full of potential. For each step, also ask yourself "Why?" and generate lots of possible changes...
- And then focus on the key changes that you'd like to make.

WHAT WILL GET IN THE WAY?

Thinking it's too hard (or too pointless).

Breaking the process down into as many discrete steps as possible allows you to explore the problem in new ways – often triggering bunches of new ideas, new thoughts and new ways of doing things. Instead of trying to "boil the ocean", reduce your problem down to something you can manage.

A resistance to spending time at each step asking "what's possible here?"

The success of any problem solving comes from understanding that each step we take is a result of the previous step. When you take time to understand every step in the "problem process", suddenly there may be parts of the process you've overlooked or taken for granted in the past.

WHY DOES IT WORK SO WELL?

By breaking the problem down into as many discrete steps as possible, we get to turn our laser focus on smaller parts of the process, rather than trying to solve the whole thing all at once.

The process of writing down each step immediately helps you see where the opportunities for change or new ideas might lie.

The questions help expand the possibilities you are considering.

Stuck? In a rut?

Procrastinating on what to do with your life?

Don't think you can afford a personal life coach to help you?

Hi, it's me again – Michael Bungay Stanier – the guy over there on the right!

I hope you've had fun reading this ebook, and have adopted some new techniques to find creative ways to get you unstuck. I'd love to introduce you to my Get Unstuck & Get Going Self-Coaching tool & program. People in over 20 countries are using it to facilitate self development, and to make **remarkable personal growth and career breakthroughs**.

Would you like to **create possibilities, opportunities and powerful life-change solutions** in your life – effectively and affordably? Now you can.

If you've ever wanted to:

- Dramatically improve your creativity, focus and concentration
- Pinpoint the things that are truly important to you
- Move from having a good life to enjoying the abundance of a great life
- Greatly increase the number of possibilities available to you at any given moment, to give you more choice in your life
- Increase your motivation and confidence
- Help resolve problems in your life, relationships or career
- Have the tools you need to make real, life-long changes

Then the Get Unstuck & Get Going self-coaching programs are for you!



SELF-DEVELOPMENT COACHING PROGRAMS THAT REALLY WORK

There's a huge number of personal growth and coaching programs out in the world. Many of them mean well – but struggle to help people make good ideas relevant, and then turn them into action...

What's really exciting about the Get Unstuck & Get Going programs is that they have been designed around a proven technique that boosts the likelihood of achieving your goal to 95%!

WHY GET UNSTUCK & GET GOING IS DIFFERENT!

1. **My personal growth self-coaching programs give you more.** I've combined multiple tools, each powerful on its own, to give you the support needed to brainstorm, explore possibilities and take action to transform your life.
2. **It never wears out!** Our foundational tool, the **Get Unstuck & Get Going...on the stuff that matters** book, provides 125,000 possible combinations of thought-provoking questions, inspirational quotes and wise success models, you can use time and time again to make genuine change your life.
3. **You get a powerful step-by-step guide to moving from stuck to action.** The Action Acceleration Sheet, included in both programs, will help you define the challenge effortlessly, find inspiration, be accountable for your actions and achieve your goals.
4. **It's like having a personal life coach at your fingertips for a fraction of the price.** I believe so strongly that everyone has the right to the power of coaching, and that personal coaching is not just for executives and the very wealthy. That's why I've committed to delivering the very best coaching techniques in a format that is easy to use, and affordable to everyone.
5. **My self coaching programs are a complete system, not just a self-help book you put back on the shelf.** It's portable format is deceptively simple to use, but is packed with endless combinations to help you get unstuck. You'll draw inspiration for hundreds of quotes and success models, and learn how to gain fresh, new perspectives.
6. **Get Unstuck & Get Going ...on the stuff that matters received Honorable Mention for the 2005 Self-Help book of the year.** (Foreward Magazine) It also received Honorable Mention for Most Outstanding Design in the Independent Publisher Book Awards 2006.



Check out some of the 125,000 possibilities [here!](#)

HERE'S WHAT YOU'LL GET!

You'll receive...	Core Program	Complete Program
The powerful Get Unstuck & Get Going self-coaching tool for personal growth and life change.	✓	✓
My CD in which I personally show you how to get the most out of your program.	✓	✓
A subscription to my bi-weekly newsletter, packed with creative tips & hints to get you unstuck and excited about creating possibilities in your life.	✓	✓
Access to a monthly support teleforum, designed to inspire you and help you maximize your true potential.	✓	✓
My ebook: Fifteen Ways to KICK-START Your Head & Your Heart to Get You Unstuck and Going...on the stuff that matters.	✓	✓
FREE downloads of the Action Acceleration Worksheet – an incredibly powerful worksheet designed to speed up the process from dilemma to profitable action!	✓	✓
A highly effective 10-week ecourse that will help you use my self-coaching tool to spark ideas, find creative new solutions, overcome roadblocks and move into action.		✓
A convenient, "at-your-fingertips" 50-sheet pad of the Action Acceleration Worksheet.		✓
My exclusive ebook: The Twelve Most Powerful Get Unstuck & Get Going Questions in the World...and why they work so well.		✓
	US \$90 BUY NOW within Canada BUY NOW outside Canada	US \$135 BUY NOW within Canada BUY NOW outside Canada

But don't just take my word for it...

Get Unstuck & Get Going has been endorsed by the leaders of the coaching world – including the leaders of the world’s two biggest coaching organizations, the International Coach Federation and CoachVille.

Here’s what others are saying about the Get Unstuck & Get Going tool:

“Get Unstuck & Get Going is not just a practical self-development tool. It’s a powerful call to get going on the work that matters – to you and to our world.”

Dame Anita Roddick, Founder of The Body Shop

“Engaging, useful and beautifully-designed. In fact, I can’t think of a book that I’ve ever seen that was as attractive and fun to read.”

Gay Hendricks, Author of the Conscious Living series

Read more praise for our self-coaching tool!

Buy the Core Program – US \$90

BUY NOW
within Canada

BUY NOW
outside Canada

Buy the Complete Program – US \$135

BUY NOW
within Canada

BUY NOW
outside Canada

WHY SELF-COACHING?

This is a question I’m asked a lot. I believe that self coaching is one of the most powerful means of creating meaningful life change today. Why? Because it provides “just in time” coaching. This means that you aren’t restricted to Monday-to-Friday, 9-to-5 coaching sessions. **You can get quality coaching whenever you need it... 24 hours a day, 7 days a week.**

Secondly, it is affordable. It means that you don’t have to pay for an expensive life coach. **My program saves you thousands of dollars**, but still provide all the tools and support you need to start achieving your goals.

Lastly, and perhaps most importantly, it puts you in charge and makes you accountable. With the compelling mix of highly effective tools, all designed to work together, it injects a fun, easy and efficient learning system that **transforms the way you approach challenges**, obstacles and hurdles. Quite simply, you learn to think differently – to see more possibilities and find fresh, appealing solutions to any challenge.

MY SELF COACHING PROGRAMS ARE GUARANTEED!

I stand behind my self-development and personal growth tools & programs. And I also believe that giving you the opportunity to personally experience one of our breakthrough coaching programs is simply the best way to prove to you that you can start making changes in your life today. If you’re not 100% happy within 30 days, you’ll get a full refund. No questions asked.

So, take a stand to make a change in your life. Get unstuck. Find solutions. Take action. Coach yourself to success, knowing that all the tools and support you need along the way are there for you.

Here's to creating more possibilities in your life!



Michael Bungay Stanier

PS: Remember, I assume all the risk. You've got nothing to lose and everything to gain because of my money-back guarantee.

PPS: Want to know more? No problem! Here's my contact information – or just click on [this link](#) to go to my contact form at GetUnstuckandGetGoing.com

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Michael is the Principal of [Box of Crayons](#), a Toronto-based company. He has held senior positions in the corporate, consultancy and agency worlds. He works with clients around the world to get unstuck, get going on the stuff that matters and discover what's possible. These clients range from blue-chip organizations across all sectors to individual entrepreneurs.

He was a Rhodes Scholar at Oxford University, and holds an M Phil from Oxford, and a law degree and a BA with highest honours from the Australian National University. He is a certified coach and the 2006 Canadian Coach of the Year.

Michael is the author of [Get Unstuck & Get Going ... on the stuff that matters](#) a self-coaching tool that has been enthusiastically taken up by people and organizations across the world. He is also the creator of [The Eight Irresistible Principles of Fun](#), an internet flash movie that's been seen by tens of thousands of people across the world.

He is a well-known and popular professional keynote speaker and workshop leader. He has lectured at universities in the UK and in Canada, and has spoken at business and coaching conferences across the world. You can find out more about his keynote speaking topics [here](#).

Michael has also published numerous articles on diverse subjects in the business, academic and lifestyle. He writes a bi-weekly newsletter, [Outside the Lines](#).

Michael loves adventures and is a firm believer in life-long learning. Some adventures so far include skydiving, teaching children in Chile to sing "Kookaburra Sits in the Old Gum Tree", and rappelling off an aqueduct in a Welsh snowstorm. He has trained with individuals and organizations such as the Coach Training Institute, Edgar Schein, The Bigger Game and The ManKind Project.

Michael serves on the board of Addus, a non-profit organization supporting adults with developmental disabilities, and on the Constituent Advisory Committee for About Face International, a non-profit organization working with people with facial differences. He also works with The World Council, an organization that helps enroll youth in a vision for global harmony.

His motto is **"WHAT'S POSSIBLE?"**