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ZIG ZAG is our path to greater creativity

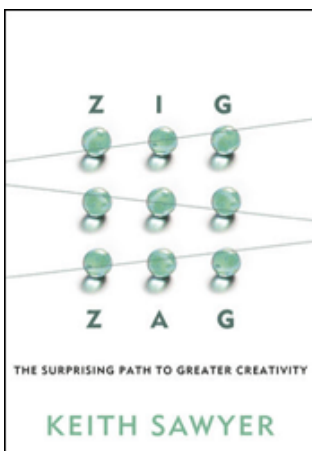
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Group Genius: The Creative Process of Collaboration, by creativity expert Keith Sawyer, has long been a respected resource in the LSP community so we were excited to learn that Sawyer just completed a new book, *Zig Zag - The Surprising Path to Greater Creativity*. In an exclusive Gazette interview, Keith Sawyer noted that at least two of eight creativity steps outlined in his newest book will particularly resonate with the LSP community.

The two steps he highlighted were **PLAY** (for obvious reasons) and **MAKE** because of the well documented research on how making your ideas concrete early and often greatly contributes to the creative process.

THINK is Keith's third step, and we have all experienced how making models and stories with LEGO bricks stimulates our thinking process. Keith introduced us to a new word, "*thinkering*" to describe this exploratory process.

Building up our creative "muscle"



With focus and practice many people who do not consider themselves creative can begin to gain creative insight.

Creativity books abound. Yet few are grounded in scientific research. ZIG ZAG is a fun, easy-to-read creativity resource for all of us that is grounded in scientific research. Many experts describe creativity as a linear path. Keith reveals how the mind, and the creative process, REALLY works, in zigs and zags, jumping between and among eight steps.

ZAG ZAG contains over 100 exercises, some classic, many new and inspired by respected creativity studies, which can help us build up our creative "muscle". The latest research in psychology, education and neuroscience ground and frame each group of exercises, but the research summaries do not overwhelm the practical hands-on sections. Each group of exercises is designed to stimulate a specific aspect of the creative muscle, and the exercises are organized around eight interdependent, non-linear steps.

Keith Sawyer was inspired to write this book because so much of what's been written about creativity has been romanticized, ascribed to muses or the subconscious, but we ALL have creativity abilities.

Keith's Eight ZIG ZAGs



"Exceptional creators often zigzag through all eight steps, in varying order,

ASK - Asking, or framing, the right question is central to the process.

LEARN - Be knowledgeable in your area of interest.

LOOK - Be present and mindful, creativity is enhanced by mindfulness.

PLAY - Take time-off from the hard work of idea incubation.

THINK - Always reserve time for generating new ideas, with

every day. That's part of the secret, because the steps work together to generate successful creativity. Each step feeds the other seven."

enough ideas some will be successful.

FUSE - Combine remote or divergent ideas together in new ways.

CHOOSE - It is impossible to pursue all ideas, focus on editing, revising and improving.

MAKE - Research proves that externalizing our ideas, early and often, contributes to the zigzag path.

Calendar of Events

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