



Idea Generation

Here are some effective steps to help with the Idea Generation task and provide some creative stimulus.

Switch off from technology

Take some time away from music, television, the computer and, most importantly, your phone. Closing everything down will remove many potential distractions. Without distractions, your mind can channel thoughts, and in turn ideas. The mere act of turning everything off will help you feel more connected with yourself and offer up more space to breathe. Try to do this for at least 30 minutes. It may feel uncomfortable to begin with, as with anything new. Push past any feeling of unease. Persist in making space and time for your thoughts to surface and be heard.

Try new technology, techniques or experiences

People are creatures of habit. Many of us unknowingly use the same apps, software and techniques when trying to generate new ideas. This is counterproductive as it is new input that stimulates new thought patterns. In the same sense, you may listen to the same styles of music, follow particular accounts on social media, or watch the same programmes and films. All of these habitual choices will lead to more of the same ideas. You need to step out of the box.

There are always new and different solutions to try and tackle problems, or ideas and experiences that place you outside of your comfort zone. If you have a go-to application that you use for your creative processes, swap this in for something different. This will encourage you to work differently. Listen to a new artist, explore an art gallery that you would not normally take a second look at. Inspiration can sometimes be found in unexpected places. There are also many applications and programs that have been developed to specifically help with creativity, and channel your focus. Do your research and try a few!



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Change your surroundings

Work in a different space, move your room around or put up new pictures. Although rearranging your environment risks leading to procrastination, if you stay focused on setting up a new space to operate in and set yourself a time limit you can overcome this. It is not about finding flaws in the equipment you own or deciding that you need a new desk. The aim is to help break bad and unhelpful habits, improve your workspace and influence future decisions, e.g. when searching for professional office space or a new house.

Get Out

Fresh air is good for the brain... science agrees. One study suggests that walking can boost creative output by up to 60%. Many artists and creatives choose to work outside when possible, and others even take meetings while walking or jogging (sometimes known as the 'walk and talk')-Steve Jobs famously employed this tactic.

Getting outside for some time away from your desk is also of great benefit to your mental health and well-being. Looking after your mind will help improve your idea generation, whether this is your intention or not.

Relax

Similar to turning off technology, we often do not take time to simply relax. Run a bath, or have a hot shower. Practice some yoga or meditation. Relaxing and forgetting about the problems at hand will make you feel refreshed and revitalised when you come back to developing ideas and challenging issues.

Attend Events & Conferences

Whether it be online or in person, attend different conversations and debates. Thought-provoking topics are particularly engaging for your brain, giving you with the opportunity to learn new viewpoints and knowledge. In-person events will even provide conversation that naturally stimulates idea generation. There are hundreds of different events each week, many of which are free, so make time to book something new each week. Persist in making space and time for your thoughts to surface and be heard.