# Release Your Creativity

We are all born creative. Well that's what I believe anyway! Children use creativity from working out ways to communicate their needs with us when they can't yet talk, to playing games such as school, cars or superheroes. The trouble is that as we grow our willingness to be creative starts to diminish. Firstly, children thrive on praise and really want to please their older siblings or parents. If children are mocked about their wonderfully imaginative games they start to modify their behaviour which could lead to less creative play. Secondly, as children grow and become more aware of themselves, they experience embarrassment and don't want to make themselves look silly in front of others. This is ever more the case as children progress through secondary school. It takes a lot of confidence to stand out and be different.

Being creative is not just about how musical or artistic you are. If you can draw, great! I am always in awe of people who can just sit down with a pen and paper and create something amazing. However, it is not the only way you can express your creativity and furthermore if you think you can't draw it doesn't mean you're not creative. You can still have great ideas!

In fact, I truly believe that one of the keys to rediscovering your creativity is allowing yourself to

> *"There is no such thing as a stupid idea as they are just the beginning of a great idea"*

have 'stupid' ideas. Why? Because designing is a linked path of ideas and if we don't start somewhere, even if it is a stupid idea, we will never be able to develop great ideas.
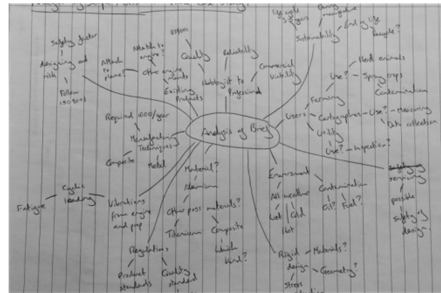
I have always had myself down for not being great at drawing and used to feel embarrassed about others seeing my lack of skill. In addition to this there is nothing more frightening than a blank piece of paper.

Thankfully there are many strategies we can use to help us design. When I'm designing I like to create a mind map of my ideas. I don't worry about layout, order or neatness. I simply like to get my ideas on paper. For others this is still too much and in fact the act of writing starts to dampen the creative process. For those I would recommend recording yourself as you talk through your ideas. I love talking to other people when I'm thinking through an idea. This interaction helps to further develop my ideas especially when they start to question my thought process.

If you do some research in to ways to release your creativity you will find many ideas out there. Some I particularly like are:

- Think whilst walking

- Look for new experiences

- Switch your phone off

More information about these can be found at here.

I have always been creative, but I haven't always had the confidence to show it. I am far from the only person to experience this and in fact it's quite a common issue. David M. Kelley is an Engineer, Businessman and Professor at Stanford University who is passionate about using design to help unlock creative confidence in everyone from students to business leaders. You can watch one of his TED talks by following this link. These days I am more than happy to sketch my design ideas. My drawings aren't great but they're a whole lot better now I care much less about what other people think of them. I also have loads of stupid ideas because I am confident that they're not stupid, they are simply the beginning of a great idea.

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