

10 ways to  
10x your  
Creativity

Free Guide

by  
creative<sup>™</sup>  
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# 10 WAYS TO 10X YOUR CREATIVITY

a systematic approach to exponentially creative results

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# INTRODUCTION

## *Creativity.*

Often thought reserved for a select group of people, “creatives” and the likewise geniuses. There is new research that has revealed not only how the process works in human brains but that it is really one of the most fundamental things humans do. Yes, every human.

I don’t necessarily want to dispel the romantic associations we often have with creativity, and approach everything purely scientifically. There is still much mystery and much beauty to be found in creativity. There is still a lot we don’t know, but often those romantic associations cloud what’s really going on. They can intimidate and reinforce ideas that keep some people from achieving their full creative potential.

Truth is many of the misconceptions about creativity still remain. People deem themselves “uncreative” or only in a certain select areas. Either you’re born with this ability or not. Yes some people are better at it (though they have often had years of doing it) but every person *is* creative and what’s more important to what we’re talking about here is, it’s a skill you (or anyone) CAN get better at.

In fact more and more research is coming out that is showing how creative idea generation works in the brain. A recent study by the University of Graz, Austria, used advanced fMRI scans to identify the exact area of the brain involved in the creation of novel ideas, the left inferior parietal cortex, revealing it to be very much a process, rather than a mysterious feat of wizardry. Though, of course, there is much more to learn, research like this is helpful in democratizing the idea of creativity and dispelling the myths around it.

As for what even is creativity Here's the working definition of creativity I use: ***The act of intentionally bringing something new into existence or connecting ideas in a way that solves a novel problem.***

The definition owes it self to the fact the there are really two different ways to employ creativity; essentially idea generation and problem solving. Also creativity is an intentional act, pressing down on piano keys accidentally while cleaning took no creativity. Creativity is the *act* or process of bringing those things into existence, not the outcome, so creativity requires intentionality.

Creativity also isn't art skills. If you're bad at drawing, painting or any other skill associated with art, you're still creative, and can learn how to get better at creativity, I promise.

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So let's get to the list. To begin, we need to start with some of the fundamentals of creativity and the human brain, and then we can move on to some simple but powerful ideas you can use everyday to learn how to 10x your creativity.

# DIFFERENT MODES OF CREATIVITY

Let's start with how creativity works in the brain. This first part is a little science heavy and technical but it helps to know what the mechanisms behind creativity in the brain are.

Creativity like every function of thinking, is ultimately about making connections in the brain. With creativity it's specifically about making connections between all information you've acquired. For the sake of this guide we'll just say fundamentally creativity is your brain making connections, often between disparate and unassociated information.

The biggest breakthrough in creativity research, and most important fundamental thing to understand about how to get better or utilize creativity is this idea:

**There are really two different modes in which the brain operates when it comes to creativity.**

One is commonly called the Executive mode the other is Default.

Let's start with what the Executive is.

Scientific American describes it this way: *The Executive Attention Network is recruited when a task requires that the spotlight of attention is focused like a laser beam. This network is active when you're concentrating on a challenging lecture, or engaging in complex problem solving and reasoning that puts heavy demands on working memory. This neural architecture involves efficient and reliable communication between lateral (outer) regions of the prefrontal cortex and areas toward the back (posterior) of the parietal lobe.*

In other words this is when you are actively trying to come up with an idea, solve a problem or be "creative". This is what most people think of when they're thinking of "creativity". And that's where most people's idea of creativity usually stays.

Recently research has shown a second mode, commonly called Default Mode Network. This is a brain mode that becomes more active when we're at rest, and the Executive mode is not active. When you're not actively trying to figure out something, like daydreaming, for example. While less intuitive this is really where the bulk of creativity comes from.



To simplify how they work together the idea behind this is, while you input information in Executive Mode your brain often needs time to make connections between information. So this is where Default Mode comes in. When you're not actively trying to figure something out it lets the your subconscious make connections, often disparate unassociated ones, that it's able to integrate your brain.

The Journal of Creative Behavior put it like this: "Mind-wandering may allow the conscious to give way to the subconscious, so the brain can connect disparate ideas."

When people suddenly get ideas, or have "Eureka" moments of sudden insight it's not usually in that moment that the idea suddenly came to them but the processing and making connections over time that was the cause.

So we have an ok handle on how creativity works, or at least enough for this guide. But can we systematically foster more and better creativity? Well obviously I think the answer is yes otherwise this would be a pretty short guide. Which leads to the next idea...

idea 2

## KNOW WHEN TO WALK AWAY

After you've given yourself plenty of time to work on a problem in Executive Mode, the best thing you can do is walk away. Let those connections occur.

Specifically the best thing to do is do is a low cognitive task.

I'm sure you've heard of people say they get their best ideas in the shower. That's the thought behind this idea.

You want to have your mind wander, even daydream. When you are doing this low cognitive task it basically frees you mind to make the connections you need for creativity to happen. Taking the information you put in during executive mode and trying to make creative and new connections. Not just using the new information but new and old information, even information you forgot about years ago.

There are plenty of examples of so called creative geniuses doing this, intentionally or not. Steve Jobs was famous for always going for a walk and Adult coloring books have become popular lately, the cycling team Sky even had their

athletes color in adult coloring books after a race in the Tour de France to process the race and help them think of creative ways to improve.

I would suggest a low cognitive task where you're almost in a day dreaming state. This is also why some people get their best ideas right before falling asleep or as they're waking up. You kind of just let your mind wander. That's it.

So go for a walk, take a shower, do an adult coloring book, I usually get my best ideas while driving.

I know this sounds simple but using it intentionally is really one the most important steps you can make to becoming better at being creative. That's because most of creative thought and ideas happen after we've put information in. Our brains need the time to make connections. These can be connections between ideas we've just put in and something we consumed 10 years ago. How the brain "decides" what information connects is still part of the mystery of creativity, but that connections happen in this mode not.

There are a few more things that can enhance this step that we'll discuss in a few ideas. However what you don't want to do is scroll through Instagram or Tik Tok, watch a movie, play a video game (well most video games). These tasks are too cognitively demanding (believe it or not) or take too much focus. I'm not saying

you'll never get an idea doing cognitive tasks but this guide is about setting you up for the best chance for creativity.



## idea 3

# KNOW WHEN TO NOT WALK AWAY

Walking away to engage Default mode when you get stuck is critical to how the mind works to engage creativity. However there are specific times when walking away from what you're actively working on can be the least helpful thing to your overall goal. Let me explain.

There exists a state of mind commonly known as "Flow". It was popularized by Swedish professor and author Mihaly Csikszentmihalyi in his book aptly titled "Flow". He describes it as "the mental state of being completely present and fully immersed in a task, without judgment".

This is not necessarily full on executive mode, or default mode but more like a hybrid of the two. You have almost assuredly have enter it at some point, you know those states of mind when you're just performing or creating and not aware of what exactly you're doing? It just, well... flows out of you, and it's not specific to creativity. Many endeavors take advantage of Flow to produce their best results like performers and athletes, and others.

The benefits of a state of mind where you're fully immersed in creating without self consciousness are obvious, especially if you can recall being in such a state. For athletes it's when they best perform, letting all the training do the work, not consciously having to process everything they're doing. For the creative process this is when you can do a lot of work, ideas seemly flowing out of you without a struggle. As you can imagine, this is not the time to walk away from what you're doing, a) because you're doing great work and b) the process of entering it is not fully understood. So take advantage when you are in one.

While entering Flow is not fully understood there are things we know that give you the best shot at entering it.

According to a Mihaly Csikszentmihalyi's book "Flow seems most likely to occur when a person engages in a task with a moderate level of challenge that is well matched in difficulty to a person's current skill level" Meaning something that is challenge but not too hard that would take you out of it. Also not too easy where engaging with it fully is not necessary.

I wouldn't get too hung up on the precise ways or qualities to enter it, in the process of doing your work you'll enter it. And if you do, try to notice, and not do anything to take you out of it.

When writing stuff I always try to set myself up intentionally to stay in a flow state as much as possible. It's something I picked up in college. When first writing I will write the general idea of what I want, highlighting words and phrases I want to change later. It usually looks pretty bad but helps me stay in the flow state. Then I go back and go over everything bad that I highlighted.

This is a very brief overview of Flow, and to cover it in detail would be too much for this guide (though you can check out Mihaly Csikszentmihalyi's book if you're really interested). Just being aware of this state of mind can be helpful and also noting if you find yourself in this state, this is not the best time to walk away or distract yourself with other things.

In fact distracting yourself with things when you're bored too often can be detrimental to creative idea generation...

## EMBRACE BOREDOM

Boredom is usually seen as a bad thing, something undesirable and something to eliminate. But believe it or not, being bored can be one of the best things you can do for your creative output. This is because when you're bored your mind tends to wander, which puts it in the Default Mode, helping disparate information connect in your subconscious.

Two recent studies have actually shown this. In the first one, researchers asked a group of subjects to do something boring, like copying out numbers from a phone book, and then take tests of creative thinking, such as devising uses for a pair of cups. The result? Bored subjects came up with more ideas than a non-bored control group, and their ideas were often more creative. In a second study, subjects who took an "associative thought" word test came up with more answers when they'd been forced to watch a dull screensaver.

It's not just the mind wandering element that accounts for boredom's positive aspects either. It also has an element of being unsatisfied or dissatisfaction to it, which can be helpful. As Texas A&M University psychologist Heather Lench puts it



“boredom becomes a seeking state. What you’re doing now is not satisfying. So you’re seeking, you’re engaged.”

Being bored also leads to people taking up, inventing or creating a new idea or project. Something they wouldn’t have done otherwise if their mind was busy or engaged. Nothing interesting to do, so they entertained themselves by creating something.

In an interview with GQ magazine, Lin-Manuel Miranda credited his unattended afternoons with fostering inspiration. “Because there is nothing better to spur creativity than a blank page or an empty bedroom. This has actually been known for quite some time. Kierkegaard described boredom as a prequel to creation: “The gods were bored; therefore they created human beings.”

I don’t have to tell you, with the entire internet in our pockets boredom is becoming easier and easier vanquished. Sandi Mann, the psychologist at the University of Central Lancashire who ran the cup experiment, said “We try to extinguish every moment of boredom in our lives with mobile devices. This might relieve us temporarily, but it shuts down the deeper thinking that can come from staring down the doldrums.”

Honestly boredom is not super fun and can be hard to deal with. It's not something people often seek, but for creativity it carries with it a lot of benefits. That's why it's important to embrace it sometimes and not run from it. If your mind is always occupied you will be significantly less likely to come up with a new idea or connect unassociated information. So next time you're facing something that is quite boring, try to embrace the boredom that comes. You might find your next great idea.

## WRITE IT DOWN

Ok this idea is so simple it's almost stupid to say, but you wouldn't believe how many people don't do this, and how many ideas I've lost by assuming I'll just remember it later.

I have heard some people say something like "if its a good enough idea I'll remember this later". I'm going to disagree here. Not only is this this a completely unfounded idea and quite wrong, it kind of misses how creativity and memory works. Ultimately it's just way more work for yourself.

Like I said previously, when you're doing nothing, that doesn't mean your brain is also doing nothing (you'd be dead). This is actually where much of the creative process happens. So not writing stuff that pops into you mind is such a waste of the time your brain spent subconsciously connecting the disparate unassociated information in your mind.

Writing ideas down when they come to you is a very simple idea but one that I'm guessing you won't always feel like doing (I know I don't). I'm here to tell you, it's absolutely worth doing.

Also importantly is the fact that even bad ideas get your mind/subconscious thinking. It gets your brain moving in the “right” direction. This is so important when it comes to how creativity works in your brain. Not every idea you have will be a winner, but I can’t tell you how many I’ve read later (and previously forgot) that were good, or at least building blocks to better ideas. Even your bad ideas are worth writing down as they are helpful to inspire good ideas, sending your brain down a path connecting more and more information in a way that helps you create what you really wanted.

So save yourself lots of time and effort later and just write stuff down. It hardly takes any time, and I’m sure you have your phone with you at virtually all times (just make a folder in your notes app or use another app, I like Bear because you can store notes in more than one folder, using tags).



## KEEP BEING INSPIRED

When your brain is subconsciously making the connections, it's using ideas and information you've gathered (whether you gathered them intentionally or not). Using inspiration wisely can be a huge shortcut in accelerating your creativity. It's basically feeding your brain with more information that it can later use as the fuel for the connections made in Default Mode. Of course you can also be directly inspired by something, but either way consumption leads to creativity.

To use inspiration most effectively you want to be intentional about what you consume. Or even better when you're "consuming"/ getting inspired (say listening to music, looking at a picture, seeing a scientist talk about her invention etc) be aware of what you're doing, what interests you, what excites you. Don't passively consume stuff. Save the ideas in a folder or notes app. And vary your consumption. You never know what will inspire you or what ideas you combine (consciously or subconsciously).

You might be wondering: what's the difference between being inspired by something and shamelessly copying it? And how do you use inspiration most effectively while not creating something derivative? Well there's a pretty famous

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quote by Steve Jobs that I'm sure you've heard before (which, ironically, Steve Jobs stole from Picasso, who may have stole it from someone else)

## **Good artists copy, great artists steal - Steve Jobs**

When you're gathering inspiration, what you want to do is take ideas and make them your own, steal ideas and combine them. Put your own twist on them, change them. What you don't want to do is copy them directly. Copying another's idea only gets you so far creatively. This is what the quote talks about, and this is how to use inspiration and other people's ideas. You're building on their ideas, iterating on them. Not directly copying them, adding nothing new to the world.

That said I wouldn't necessarily get too caught up in being concerned about copying someone else's idea. Sure be aware of where your ideas are coming from if you're worried about that. For people starting out in a new medium you're probably going to end up more directly copying someone. That's ok everybody starts out this way because you're inexperienced. As you get more experience you'll develop your own style, probably by taking something and making it your own.

Integrating existing ideas and information is a crucial part how your mind creates new and unique things. So intentionally staying inspired is how you shortcut that process. Consume different things that inspire you, combine them, consciously or subconsciously, to use them to contribute to your own creative projects. This is all part of the creative process.

# THE IMPORTANCE OF CONSTRAINTS

Counterintuitively constraints can be the best thing for creativity.

Why? They force you use your creative skills to accomplish something that you wouldn't previously be required to do. That is, they force you to think in ways and come up with solutions to a problem you didn't or wouldn't have had before.

To break it down further there's actually two reasons they can be helpful.

The first one is when you're starting a project/problem and can do anything you often end up stalled or paralyzed, able to do nothing. It's a paradox of choice. Where do you begin? Many studies have shown how less choices actually help our brain make better decisions. The famous Columbia Jam study is one example (the study showed when the number of jams on display was reduced from 24 to 6 consumers were 10 times more likely to make a purchase). This is the same when starting a project that can be anything and has no limits.

The second reason is constraints force you to use your creativity (and all the knowledge and skills you have gained) to come up with a solution you wouldn't previously be forced to come up with. This is why even self-imposed constraints



can be a great thing. The White Stripes are famous for imposing constraints on themselves. As Jack White puts it “The whole point of the White Stripes, is the liberation of limiting yourself.”

In addition, constraints also impose a limit to judge your work by. For example: make the best video in 30min. When you're done you can say that was the best I could do in 30min and feel good about it (or you should anyways). It can allow you to feel good about what you have produced. If you have unlimited time, budget etc. you will measure your project against unrealistic expectations.

So you can see how they can help you create new stuff, and generate new ideas. Here's a simple and practical way to use them that I like to do. Come up with a theme. A theme can really help you come up with many creative ideas under that theme. If you wanted to get better at graphic design and want to create something everyday, break it up into monthly themes. Could be anything, pick three colors to use each month, a specific style each month (even if you don't love every style) etc. You get the idea.

Not all constraints are self imposed obviously. And some may seem detrimental. Like budgets for example. More often than not though, it is the lack of realistic expectations with that constraint that appear detrimental to the project.

Whatever constraint you find yourself working under try to embrace it and use it to come up with ideas you'd never have to before.

## idea 6

# START UGLY

Figuring out where to start a project can be overwhelming. As I previously said, using constraints can be immediately and immensely helpful, but even then the need to be perfect when starting something new, or not knowing how to start, can be paralyzing. That's why when you start something you should start ugly.

For the process of creating it's often best just to start with anything. Just starting no matter how ugly it looks. What this does is start the process in your brain of making connections, of thinking what this project is going to look like, of letting your brain make connections and shape what you're actually trying to create. It's usually hard to know what your next step is until you take the one you're on.

Maybe don't show anybody (or do whatever), and don't judge yourself for how bad it is later. I'd suggest while you're working on it write down notes to your future self, with the benefit of time (see Idea 2) you can come back later with the notes and refine it.

I've talked about my writing process earlier (Idea 3 Flow) but it applies to this point as well. When I was in college and had a fairly long paper to do, it would

take a long time for me to start. Everything I wrote down just wasn't what I really wanted to communicate, and it was bad. I would be paralyzed for hours, putting off writing. So I developed a technique that I still use to this day. I started writing anything, no matter how painfully bad or ugly it was. In the beginning it always looks ugly. But only you are going to see it. I would write down and highlight words and sentences that were bad but the idea of what I was attempting to communicate and come back later. Rather than being paralyzed before even starting.

You can take this idea and apply it to any creative project, music, video, graphics, painting, business etc. Especially if you don't really have a direction or a solid one anyway. If you're doing anything creative rather than being paralyzed to start, just deal with starting ugly and know you can make it better or refine it as you go. It might take awhile and be a little messy. That's ok. That's normal in fact. But you got to start.

And if it's the potential of failure that's holding you back, well that brings me to the next Idea...

# THE INVESTMENT OF FAILURE

It's a natural human instinct to do anything to avoid failure, which makes sense. Failure has real world costs to it, psychologically and practically. What's worse, failure is something that is nearly impossible to completely avoid, especially the more creative and disruptive the things you're doing. At some point as a result of bringing new ideas into the world you'll experience it.

The fear of failure also happens to be one of the most common things holding people back from doing great things and being as creative as they could be. While it understandably has negative associations with it, there are positive aspects to failure and ways it can help you be consistently more creative. Because, ultimately, what matters most is your perspective on it.

So how do you make failure a benefit rather than hindrance?

**Well the best way to look at failure is as an investment into the future.**

Every time you fail you can learn something new. Each time you fail make sure you learn from that, make a note of what went wrong, what didn't work etc.

This isn't groundbreaking news (though so many people still fail to learn from their failures) but it's not enough to just learn from failure to get the most positives from it. Just as, if not more, important as learning from failure is adjusting your mindset in how you think of it. Don't just learn from failure, reframe how you look at it: *as an investment into your own future creativity*. Everything that failed is data for future projects, for knowing what creativity worked and what didn't.

Maybe one of the biggest problems with fearing failure is that it can keep people from (subconsciously or or not) limiting the amount they're willing to grow or risk. Often the only way to get where you're going is to fail (or get extremely lucky on the first try).

Elon Musk put it like this "If things are not failing, you're not innovating enough". If you're afraid of failing, you'll limit how creative you're willing to be, and what you will be willing to risk. Stunting your overall creative ability and growth. As well as limiting your overall projects.

Nobody wants to fail, it can feel awful and like a huge setback. That said if you reframe how you think of it and what it can do for you, it doesn't have to be

something to be afraid of. Not only should you see failure as an investment, but *not* seeing it like this can actually limit your growth.

Unfortunately, it's a natural part of the creation process and you'll only *not* encounter it if you're very lucky (and nobody is that lucky) or you play it safe, never risking anything and never growing. It's much better then, to adjust how you think of it and your relationship with it in the first place.

Which works closely with the next point.

## idea 10

# LEARN TO EXPERIMENT & EMBRACE THE UNKNOWN

This is closely tied to Idea 9, it's more of a continuation really.

The final idea is to look at each project as an experiment. Approach each project as if you have a hypothesis you're trying to prove but don't yet know the the outcome (or if it will work).

Rather than looking at each project as a separate, complete and finished work, approach them as an ongoing holistic part of a creative life.

Every project isn't a finished "thing" but the result of an iterative creative process. Each new project is an experiment to test out something new, to feel it out and play with it. When it's "done" (whether it's a success or a failure) gather your "data" from it and see how you felt about the ideas you tired out to create with. Use that "data" gathered to inform you creative process in the future, even or especially in areas other or unrelated. All creativity is related, because creativity itself is a skill. One area can and often does inform the other.



We tend to put immense pressure on every idea and project. Which, like in the previous section about failure, often leads to a greatly diminished creative ability. Approaching projects as an experiment is a very helpful in taking pressure off each and every idea, and a great way to speed up the creative process, or increase your creative growth.

I'm not saying in everything you do to experiment. There are, of course, times when failure is not an option. If you're a heart surgeon or astronaut, there's no room for failure during a launch or surgery, but even if you have a business presentation, or during a live show or some other situation, experimenting can have disastrous repercussions.

The key thing to realize is this is not the stage when you're trying to figure stuff out or create new ideas. This is the time after you've experimented and gotten your feedback to your hypothesis, i.e it's what you train and subsequently fail for. In fact these examples prove how critical experimentation and learning from failure are. Before an actual surgery or a launch with lives at stake, countless hours of failure, learning and experimentation have happened.

The nature of creativity and art is to create something new, unlike something with a specific technical result like a surgery. So the outcomes are often unknown.

Thus the importance of a hypothesis and the iterative nature of creativity.

Building on past ideas/hypothesis. That's why it's so helpful to look at your whole creative life as journey and experiment.

To really embrace an experimental mindset you need to get comfortable with the unknown and unknowable. Starting off with an unknown hypothesis, something you think might work but haven't done in the same way before. There's no way to know ahead of time whether it will work or not, but that's where progress is made. Get comfortable with not being able to know.

Approaching all your projects as one part of an iterative creative learning process spanning your life is the best way you can make sure your knowledge and skill keeps growing and exponentially building on its self.

# CONCLUSION

The creative process has been myriad in myth since as long as humans have been creating stuff. However as you can see we now have some insight into that process, and can clearly see it's not just reserved for some people born with it. In fact, contrary to that idea, creativity is much more within our control, and is a skill everybody can intentionally get better at.

Nothing about the creative process is as simple or straightforward as we'd like it to be. Much of the process is still something to wrestle with. But the recent discoveries have shed a light into the dim and complicated world of human creation and consciousness. Creativity can now be seen as a skill you can get better at. One that pays exponential rewards if you invest in it.

It's simple, everybody who thinks they're creative, is. Even if you don't feel like you are. It's not reserved for those with artistic skills or people born with it. It's for everybody.

The biggest problem is often a mindset. It's whether you see yourself as creative, whether you think you are. You have to *believe* you are. If you do, you will be.

The creative genius narrative and other creative narratives (like the only people who are creative are artists) makes for great stories but does not really reflect reality.

I hope you find these ideas/tools helpful. No matter how far you go in your journey of creativity they are something you can (and I do) return to time and time again. Simple as they are, they are very powerful and will lead to exponential results. Building upon each other over and over. The title of this is about 10x-ing your creativity, but really if you keep returning to these ideas the return can be virtually infinite. Because there seems to be no end to the new things you can create.

**“Everything around you that you call life was made up by people that were no smarter than you. And you can change it, you can influence it... Once you learn that, you’ll never be the same again.”**

**- Steve Jobs**

# TLDR

**Creativity** - The act of intentionally bringing something new into existence or connecting ideas in a way that solves a novel problem.

**Intro** - Creativity isn't just artistic skills, and it's not for certain people while others aren't creative. New research that has revealed not only how the process works in human brains but that it's something that everyone does and is capable of.

**1)** There are two different modes creativity operates in the brain. Executive - when you're focused on thinking or creating, and Default - when your mind is wandering. Default takes information from Executive and processes /connects disparate unassociated ideas in your subconscious.

**2)** After you did a bunch of creating in Executive mode walk away and do a low cognitive task like going for a walk, taking a shower etc. to allow your subconscious to make those connections, that's where the bulk of creativity actually happens.

**3)** A flow state is like a hybrid of Executive and Default modes. It is super helpful in creating, when your work just flows out of you. It's described as: "the mental

state of being completely present and fully immersed in a task, without judgment". When in a Flow state don't walk away, do your best to stay in it.

**4)** Boredom is often a precursor to creation. Always being cognitively occupied doesn't let your brain make the connections in Default mode plus people often create something just because they are bored. Try to embrace boredom sometimes. You might find your next great idea.

**5)** When you randomly get ideas, write them down, even if they are bad. Those ideas are the result of your subconscious working to connect information in Default mode, and I promise you won't remember 90% of those ideas later. Even bad ideas often set your mind in the right direction.

**6)** Keep being inspired. Inspiration is the fuel for the connections your brain makes in Default mode. It's the information that your mind integrates to create new ideas. Be intentional about what you consume, save ideas for later.

**7)** Embrace constraints. They force you to use creativity to solve problems and come up with ideas that you wouldn't or didn't have to before. They also help you practically know where or how to start a project, or know what the scope of it will be. They can immediately and immensely help.

**8)** Start Ugly. Knowing where to start a project can be overwhelming. The best way to start is by doing anything even if it's bad or ugly in the beginning. Get your brain moving in the direction you want it to.

**9)** The fear of failure is one of the most common things holding people back from doing great things and being as creative as they could be. Change your mindset in how you approach it. Look at it as an investment into your future creative self. Elon Musk put it like this "If things are not failing, you're not innovating enough". If you're afraid of failing, you'll limit how creative you're willing to be, and what you will be willing to risk.

**10)** Learn to experiment and embrace the unknown. The nature of creating something new is that it is unknown what ideas are great and what are terrible. The more creative the more unknown. Look at your creative ideas as a hypothesis you're trying to prove. Embrace the unknown that goes along with that. Whether you proved your hypothesis right or not (did the project or idea work or not), take that "data" and use it next time you create something. Rather than looking at each project as a separate, complete and finished work, approach them as an ongoing holistic part of a creative life.

**Conclusion.** There have been myths about creativity as long as people have been creating stuff. We still don't have all the answers and much of the process is still something to wrestle with. But we know enough now to show creativity can now be seen as a skill, and one you can get better with. One that pays exponential rewards if you invest in it.

Everybody who thinks they're creative, is. Even if you don't feel like you are. It's not reserved for those with artistic skills or people born with it. It's for everybody and it's inherent to what a human is.

These ideas are something you can (and I do) return to time and time again. They are very simple but powerful and will lead to exponential results. Building upon each other over and over.



# ABOUT THE AUTHOR

Hi I'm Kevin founder of Creative Carbon. Thanks for checking out this guide.

For over a decade I've been working in creative industries in some form or another, but I've always been most interested in two things: how creativity can disrupt and create culture, and how to collaborate with and empower others.

I started Creative Carbon for these very reasons: to inspire and empower creativity and disruption in the next generation.

I've seen creativity, to be an essential part of influencing and creating culture. And I think it's the most important skill to learn in the coming future no matter who you are.

I truly hoped you learned something from this guide. Feel free to email me at [kevin@creativecarbon.co](mailto:kevin@creativecarbon.co) , or DM me on Instagram [@creative\\_carbon](https://www.instagram.com/creative_carbon).

Also if you haven't check out my blog at [creative-deconstruction.com](https://creative-deconstruction.com) where I deconstruct the role creativity and narratives play in creating culture, with the attempt of empowering next generation of artists, creators, and disruptors to become the ones creating that culture.

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