

CREATIVE THINKER'S



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EXERCISE BOOK

Train your brain

Welcome to this exercise book—a creative workbook jam-packed with activities, challenges, and exercises designed to enhance your creativity.

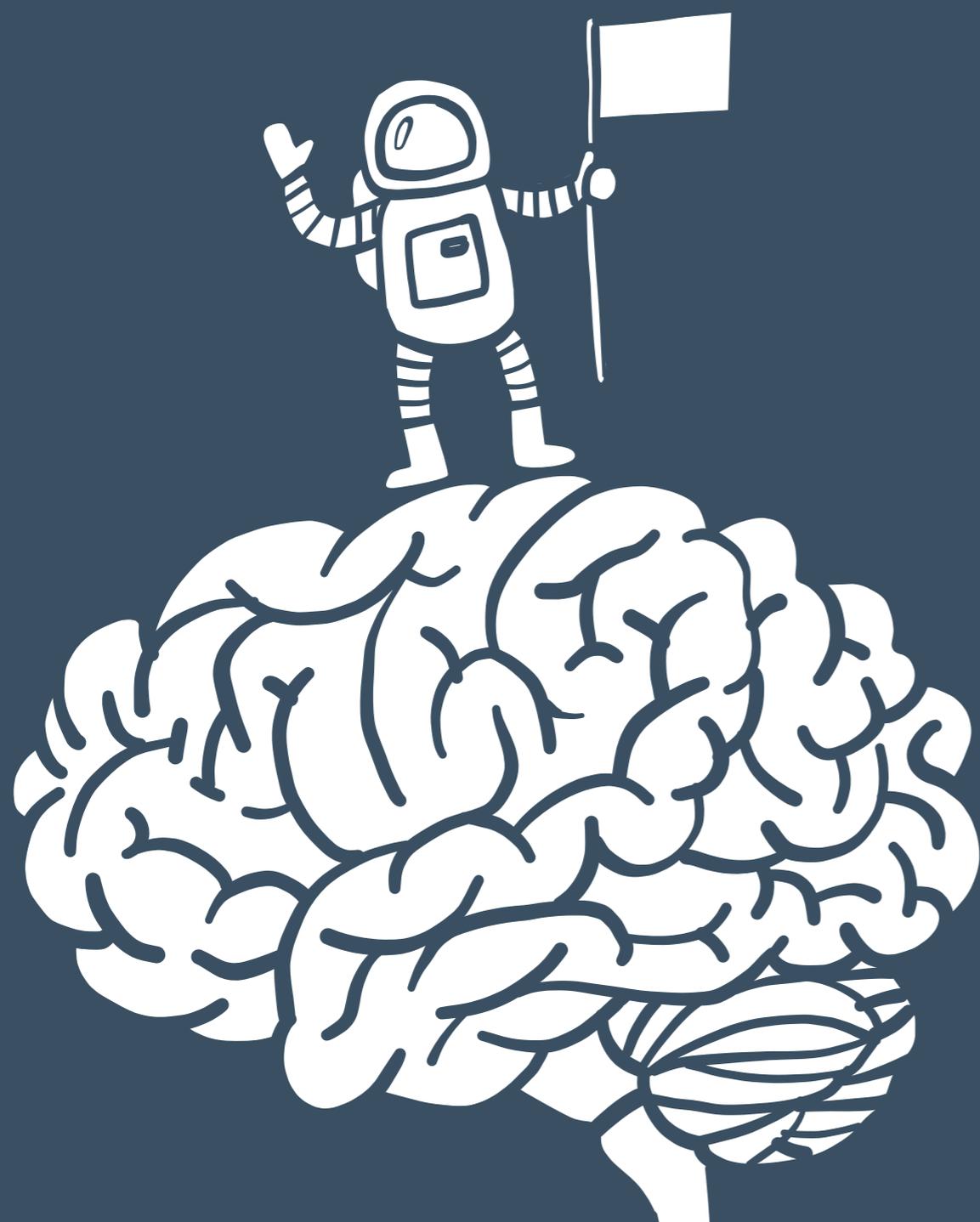
While the exercises are meant to be fun, exciting, and engaging, they also strengthen your ability to think creatively.

The exercises in this book are built on the theory that:

The idea is simple. When you train your ability to make connections, you strengthen the underlying mechanism that helps you to think creatively. Seeing and making connections is a creative-thinking skill. By identifying and training this one skill deliberately—over and over again through exercises—you enhance your ability to think creatively.

After this training you will find it easier to come up with fresh ideas, novel concepts, breakthrough thinking, and innovative solutions—things you will be able to draw upon, when you are faced with challenges that call for new thinking, whether that be in business or in life.

But before we start the exercises, here's a brief insight into the theory behind the thinking in this book.



**HIGHLY CREATIVE
PEOPLE ARE GOOD AT
SEEING CONNECTIONS**

**BY ENHANCING
YOUR ABILITY TO SEE
CONNECTIONS, YOU CAN
ENHANCE YOUR
CREATIVITY.**

3. Visual connections no. 1

In this exercise you train your mind to make visual connections. Look at the images below. Think of the grid as a visual multiplication table: Hat x Lamp = Lamp with a hat. Sketch an idea that connects the two corresponding items in each of the empty boxes.

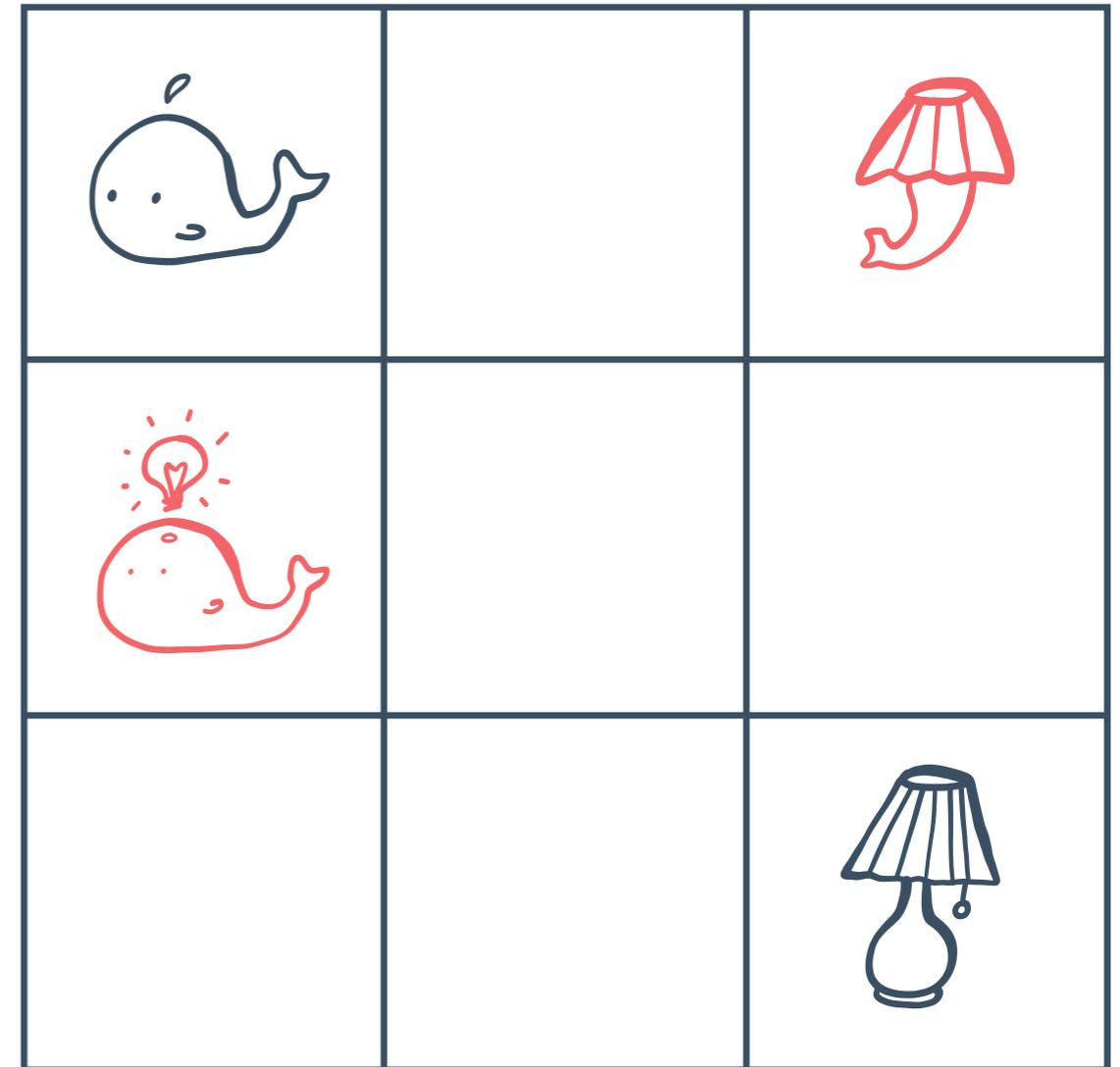
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KEEP GOING!		
		
		
		
		

1. bath bar powder SOAP
2. post kind best MAN
3. bag over second HAND
4. trap hole house MOUSE
5. climb punk bottom ROCK
6. man shake breast MILK
7. hand up back HELD
8. time school holiday SUMMER
9. sea radish rocking HORSE

5. Idea elaboration no. 1

This exercise helps develop the creative skill of elaboration. It's based on the same principle as the visual connection exercises, but instead of connecting a lamp with multiple items, you have to connect a lamp with one item in multiple ways, in this case a whale. Sketch an idea that combines a lamp and a whale in each of the boxes below.



7. Storytelling no. 1

This is a storytelling exercise. Writing a story out of the blue can be very hard. Using prompts, that can kick-start your ability to make connections, can help your writing along.

Here are five images to get you started. Look at the images and think about in what ways they might be connected.

The main focus of this exercise is still connection making. So before you start your writing consider different ways to connect the images. Think about the possible links there might be between the images, and what stories spring to mind when you connect them.

Write a story, a rhyme, or a poem that somehow includes and connects all the images.



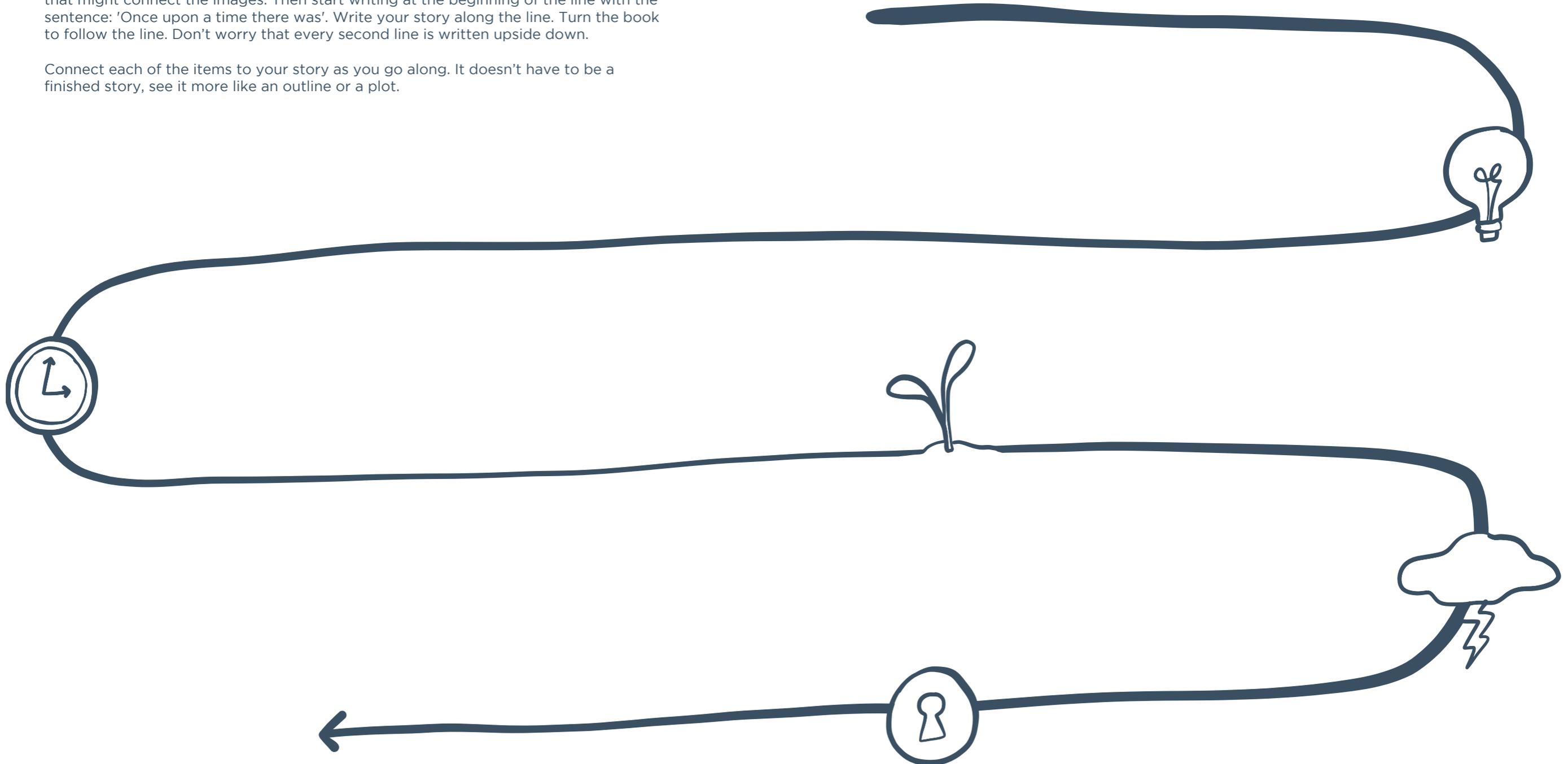
A vertical red line on the left side of the page, followed by 15 horizontal grey lines, providing a space for writing a story, rhyme, or poem.

11. Storyline no. 1

Think of a storyline by connecting the given items below. Start by thinking of ideas that might connect the images. Then start writing at the beginning of the line with the sentence: 'Once upon a time there was'. Write your story along the line. Turn the book to follow the line. Don't worry that every second line is written upside down.

Connect each of the items to your story as you go along. It doesn't have to be a finished story, see it more like an outline or a plot.

Once upon a time, there was



14. Product creation no. 1

Here's a conceptual exercise. Your job is to create a new product. Randomly choose one word from each of the four categories: Positioning, Product category, Target audience, and Style/Tone of voice.

Write down the four chosen words in the Creative Brief on the next page. Think of ideas for a new product that connects the four selected words. Draw, record, or make a written description of your new product in the box below the brief.

A. Positioning

1. High end
2. Handmade
3. Sporty
4. Discount
5. Educational
6. Eco-friendly

C. Target audience

1. Women
2. Men
3. Kids
4. Teenagers
5. 60+
6. Everyone

B. Product category

1. Shoe
2. Bottled water
3. Toy
4. Car
5. Chocolate
6. T-Shirt

D. Style/ Tone of voice

1. Humorous
2. Exclusive
3. Friendly
4. Playful
5. Serious
6. Artistic

CREATIVE BRIEF

Create a _____

A.

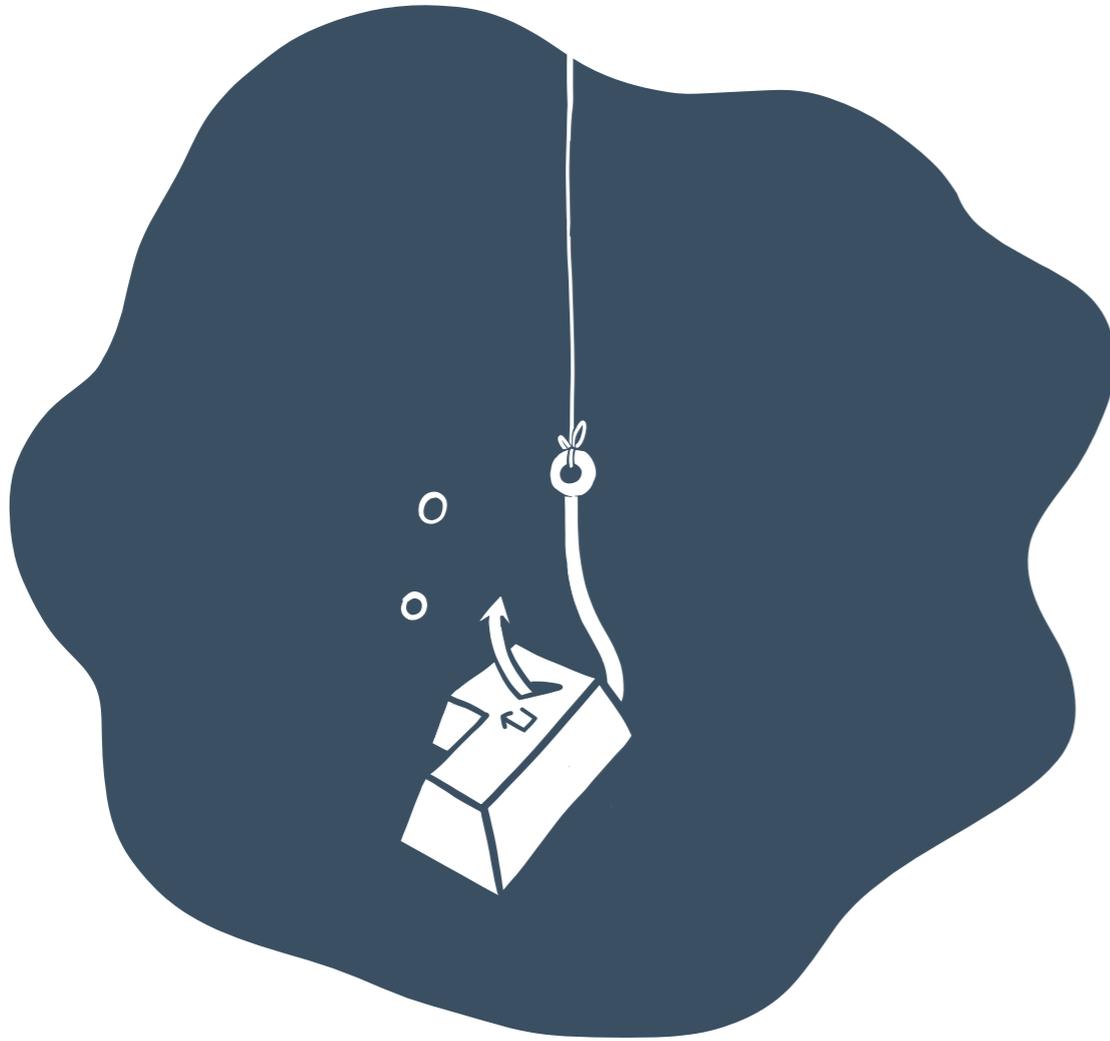
B.

for _____ that is _____

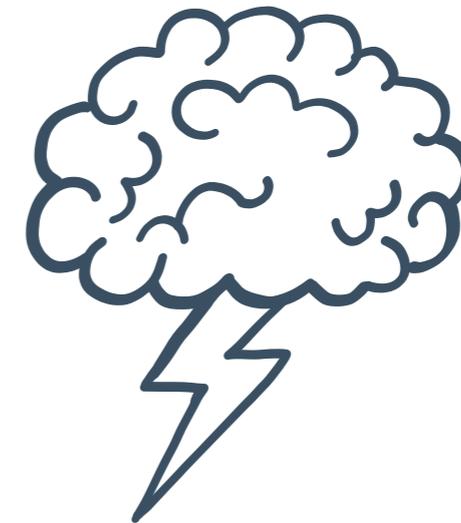
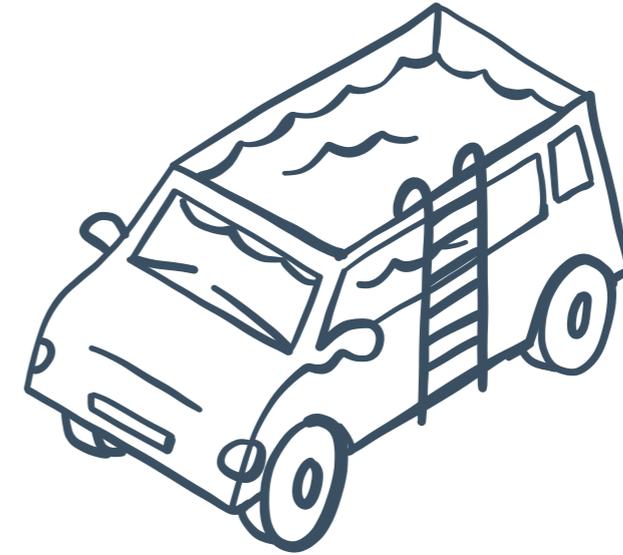
C.

D.

Solution:

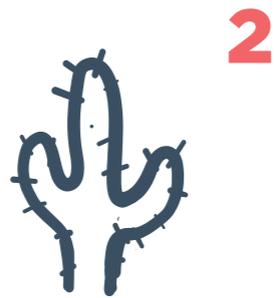


CLICK BAIT





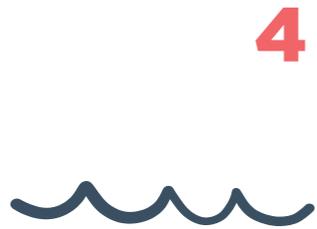
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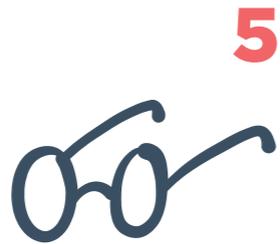
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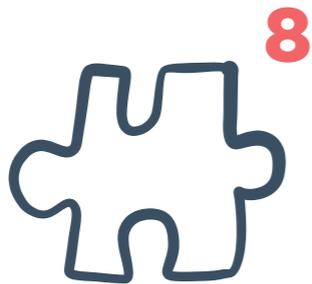
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6



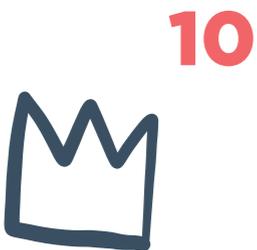
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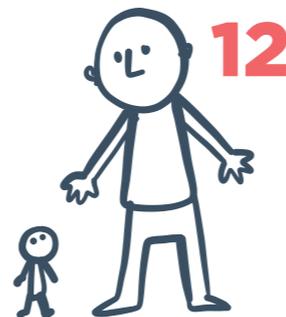
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10



11



12

29. Random drawing no. 1

Look at the drawings on the left. Choose the three drawings corresponding with the three numbers you wrote on the last page. Your challenge is to create a drawing inspired by the three drawings by combining them into one. You can change the size of the elements or you can add other items to help you. You can draw them as they are or just find inspiration in them. It can be visual storytelling, a practical invention, or just nonsense. The important thing is that you find a connection between the three chosen drawings and use it to inspire your idea.

DRAW HERE →

40. Rethink the object no. 3

Thinking of alternative uses for a traffic cone trains your brain to make new connections. Stretch your imagination. Stretch your thinking beyond the most obvious uses. Think of the traffic cone outside of its usual context. Add your ideas to the cones on the following pages.

