

“Creativity can be defined as:

- 1. The ability to innovate, inventiveness***
- 2. The ability to turn ideas into reality***
- 3. The ability to combine existing knowledge in a new way***

It is through the creative process humans create progress.”

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TRAIN YOUR CREATIVITY – A NEW WAY TO GET IN SHAPE

All humans are creative in some way – some more than others. Some think creatively, others make creative hobby projects, and yet others make a living off their creative expression. How creative we are, however, or how we use our creative abilities, is not a given. That is something we train throughout life – or something we leave behind.

With this book, we would like to inspire you and your workplace to make a conscious choice – training your creative muscles. If a renewal is to take place, it will come from one place only: Creative people in creative workplaces.

We – Lene Bornemann and Ulla Tønner – have spent many years working with creativity development for people and organisations. We have worked with artistic processes in the business world, creative writing, design development, strategy and idea development, project development, and concept development. Through all these diverse activities, we have gleaned practical knowledge of the things that help and the things that hinder personal and group creativity.

It has become increasingly obvious that if you want

to learn to think in terms of new creative solutions, it requires a new way of thinking. And this new thinking requires training. We want to make all people better at working with their creativity. You too! Therefore, in order to get better at using your creativity, you need to start training it regularly over a longer period.

You need to read this book if you want to develop your creativity. Regardless if you feel like a very creative person or like a less creative person, you can develop your creativity. This book is for everyone, and everyone can benefit from doing the exercises in the book.

Your Creative Muscles

We choose to talk about creativity as a number of muscles you need to train in order to develop your creative thinking, your creative expression, and your creative approach to solutions. We use the word muscles, because it provides a concrete way of talking about training creativity regularly. We have chosen to look at eight angles – eight aspects of creativity. There are many others, but here are some of the most useful: breaking habits, having fun, asking and listening, seeing many possibilities, saying YES, believing in it, expressing

yourself, and tolerating mistakes.

Each chapter gives you a series of Creative Fitness (exercises) that train your creative muscles. The muscles we talk about are:

- **Handling chaos**
- **Inventiveness**
- **Imaginativeness**
- **Realisation of ideas**
- **Courage**
- **Curiosity**
- **Presence**
- **Motivation and lightness**
- **Self-confidence**

We recommend that you start by reading the chapters that are most appealing to you – and that you do the exercises. Remember that creativity is like riding a bike: you can't learn by reading – you have to try it for yourself and practice. Although creativity is something that takes place in the brain, it is very much connected to action – in