

16 DIAMOND TOOLS

OF CREATIVE
THINKERS &
THOUGHT
LEADERS

1

' I BELIEVE' (FOUNDATIONAL BELIEFS SYSTEMS)

Do you believe you are creative? It all starts with belief and most people believe creativity is only about the arts. Creativity is the process of creating new ideas with value. The first step to improving your creative thinking is to understand what creativity is, know how to develop it and believe YOU ARE CREATIVE!

Creative thinking is now the most sought after skill in the workforce, especially during this pandemic. The main problem is people don't understand creativity, how to identify it in applicants, and how to develop it within their current team members. Yes, we use the design process, but that doesn't create creative thinkers, it just moves creative ideas through a process for optimal idea selection.

That's why CAFFE Strategies developed a unique training program that helps assess and develop creative thinking. You need strong creative thinkers that will shine bright with their ideas during this time. You need "Diamond Thinkers".

There's no debate. Diamonds are beautiful gems that shine bright. Nevertheless, being the hardest material on earth, diamonds also work harder than any other gem. We employ them in military drills and construction saws for our toughest jobs and now it's time to use them to help drill through to our most creative solutions. These *16 Diamond Tools of Creative Thinking*, gathered from years of personal experience and professional research, are the foundational areas of creative development we must intentionally sharpen for a well-equipped team of creative thinkers. Visit CAFFEstrategies.com for more information.

2

PAYING ATTENTION PAYS OFF (SENSORY OBSERVATION)

Creative thinking arises from knowledge. Through observation of the senses (sight, sound, taste, touch, smell) and cognition, you are able to increase the amount of data available for creative thinking. Senses become dulled from routine and cultural desensitization. Don't leave sensory training up to chance. Strengthen the senses to improve thinking in your teams.

3

RETURN TO YOUR 'WONDER YEARS' (CURIOSITY)

You arrived on Earth very curious but this vital skill for creative thinking lowers with familiarity and routine. Increase your desire see beyond convention. Change, improve, question things that everyone else accepts as the norm. Learn how to ask better questions and discover how the most awe inspiring ideas arise from the most mundane of objects.

4

FRAMING THE BIRDS, BEARS AND BUGS! (PERSPECTIVE/ REFRAMING)

When we shift into various perspectives of an experience or event, it reveals new associations and insights about previously unchallenged concepts. Try to become the thing you wish to understand.

5

ALL THE FEELS (EMOTIONAL INTELLIGENCE/EMPATHY)

Learning how to feel emotional information of a situation or phenomenon exposes new insight. Improve your ability to understand, communicate and express emotional information.

6

A CREATIVE 'KISS': KEEP IT SIMPLE SILLY! (ABSTRACTING)

Simplify it! Remove excess information to get to the pure nature of something (an object, concept or problem). This creative tool allows you discover the critical essence of your ideas.

7

LET'S CONNECT 4 (MAKING CONNECTIONS)

Everything is connected to everything. Finding connection bridges between unlike items reveals astounding ideas that would otherwise go unnoticed.

8

PURPOSEFUL PATTERNS (PATTERN RECOGNITION AND PATTERN FORMING)

Being sensitive to pattern discovery and pattern creation is the key to innovation. Pattern recognition is dependent upon observation. Trends and customer behavior is best identified through observing patterns.

9

METAPHORICAL MESSAGES (METAPHORS/ ANALOGIES)

Metaphorical training helps you see relationships on a variety of levels. Creativity training that includes metaphorical and analogy development improves the awareness of functional relationships between objects and concepts that allows innovative ideas to surface.

10

DIVERSE DEMOS (DIVERSITY OF THOUGHT/ PEOPLE/EXPERIENCES)

Exposing yourself to various versions of systems, cultures, arts and experiences exposes unseen revelations about the systems (social, educational, political, professional systems) you have become accustomed. External travel enhances internal reflection.

11

PLAY ON! (PLAY/ IMAGINATION)

Bring play back! When you experiment in play without the fear of consequence, you are able to test, hypothesize, gain feedback and correct mistakes to gain a new perspective on how things work. It reveals new possibilities and transfers knowledge into real life applications. It isn't just a great way to exercise the other Diamond Tools for discovery but it is indeed a tool itself.

12

START WITH ART (MULTI-MODAL COMMUNICATION/ PROPRIOCEPTION)

The arts give us a deeper way to feel, communicate, investigate and explore. And it's this insight that can increase creative thinking to convert those ideas into value – both for the team member and the organization.

13

I LIKE TO MOVE IT, MOVE IT! (TRANSFERENCE/ TRANSFORMING/ TRANSLATION)

Transferring ideas from one medium to another pulls out hidden elements while strengthening your ability to communicate ideas clearly and concisely. Creative people can create in one mode, define the problem in another mode, and then solve it and express it through another mediums.

14

DIVINE DOWNLOADS (INTUITION/6TH SENSE/8TH ARROW)

The greatest creative thinkers sometimes admit to an 'outside force' and internal intuition that seems to deliver creative ideas. Whether you label this inspiration Divine, the Universe, or the 8th arrow, being open to external and internal inspiration will enhance your intuition. Record those 'aha' moments!

15

BETTER TOGETHER (SYNTHESIZING)

Integrating the senses and knowledge to reveal 'the wholeness' of the idea or solution is the critical step to innovation. The whole is greater than its parts. Creating 'whole brain' creative thinkers will empower your team with breakthrough ideas.

16

COURAGE (CONATIVE EXECUTION)

The confidence to push past conventional thinking, apply these *16 Diamond Tools* and share your creative ideas takes courage. Many ideas die within the creator because of fear. Build your courage to create, contribute and make an impact for your organization!



Are you ready to unleash your team's creativity?

CAFFE stands for 'Creative Advancement for Financial Empowerment' and we employ these cutting edge tools to redevelop your team members' innate creative thinking to its fullest potential. We know the fundamentals of true creativity and our researched based interactive programs will strengthen the number one skill needed in today's workforce; creative thinking.

Contact us today for more information about our training programs, keynotes and services.

www.CAFFEstrategies.com