



CHAPTER TWO

Un-Wrapped Pieces in Action

Description of the actions taken by Crayon Breakers

Let's pretend its next Monday morning. You are going into your workplace and you are going to be more creative than you ever have been before. Today you are going to **BREAK CRAYONS** today.

What will you do differently than you have ever done in the past?

Why do I ask?

You will do simply that. You will do things differently, more uniquely, more unusually than you ever have in the past. That's what a CRAYON BREAKER would do. They look at A and see possibilities of B, C, and even X, Y and Z.

BC's (Crayon Breakers or Breakers of Crayons), whether employees or leaders, deliberately choose to see, approach, and handle most things in novel, unconventional, out-of-the-ordinary ways. Their goal is to improve the existing and to create completely new things.

What people come to mind for you when you think of highly creative people (BC's)?

My List	Your List
1. Walt Disney?	1.
2. Sam Walton?	2.
3. Elvis Presley?	3.
4. Albert Einstein?	4.
5. William Schaefer?	5.
6. Fosberry (high-jumper)?	6.
7. Steve Jobs & Steve Wosniak?	7.
8. You, your brother or sister?	8.
9. Your father, mother, uncle, aunt?	9.
10. a neighbor, a teacher, a friend?	10.

What do all of them have in common? They were CRAYON BREAKERS and they Broke their Crayons in order to discover new solutions, new ways of looking at things, new techniques, new processes, new laws, new products, new services.

They may have broken them only in small ways or in very unique and dramatic ways. What's important is that they released their creativeness through challenging what existed.

You can do this. First accept that nothing has been done perfectly yet. Everything can be done better or differently and better. There are no limits to the creativity or ingenuity of the human mind. No one has created the final solution for any problem or challenge yet.

Even though people often think that everything that can be invented has been invented by their time in history, i.e.:

**“Everything that can be invent
has been invented.”**

Director of Patent Office - 1899

Here are some other examples of how some people have
been afraid of Breaking Crayons throughout history:

**“Television won’t be able to hold on to any market
it captures after the first six months.
People will soon get tired of staring
at a plywood box every night.”**

Daryl F. Zanuck
CEO of 20th Century Fox-1946

**“We will never release
our cartoons and movies on
video tape. There’s
too a great a danger of
illegal copying.”**

Ronald Miller
CEO-President Disney Corporation
son-in-law of Walt Disney

**“Sensible and responsible women
do not want the right to vote.”**

President Garfield
when running for the
presidency a second time—he lost.

**“Heavier than air flying machines
are impossible.”**

Lord Kelvin
famous scientist

**“Man will never find a practical use
for the atom..”**

Lord Ernest Rutherford
famous scientist

“Who the hell wants to hear actors talk.”

Jack Warner
Warner Bros. Studio President 1927

Now here are some quotes from some famous
Crayon Breakers

**“Creativity is a new way of seeing
all things. It is finding angles
not looked at before.”**

Richard Allen Farmer
minister, speaker, author

**“It’s always fun to do
the impossible.
Because that’s where
there’s less competition.”**

Walt Disney

**“Nowadays people who say
it can’t be done
are being interrupted by
someone else doing it.”**

author unknown

What are a dozen things you could do that famous creative people do or have done to be more creative today at work, home or school?

1. **Broaden** your Interests or Explore in many areas when seeking information or to understand something new.
2. **Reverse** viewpoints or perspectives deliberately to see things in new or different ways.
3. **Open** yourself up to an infinite number of possible ideas.
4. **Kickback** and let your imagination float or run around.
5. **Eliminate** steps in procedures to discover new ways to simplify them or solve your problems.
6. **Never say never.** Keep yourself open to positives in all things or situations
7. **Combine** ideas, new and old, tried and experimental, ones you agree with, ones you don’t think will work at first.
8. **Rearrange** steps, facts, data, ideas, people to create new or unique approaches to problems.
9. **Adapt** or **alter** existing ideas to produce new ones.

10. **Yield not** to temptation to give up and quit.
11. **Orient** differently, switch, change, alter, combine, past, present, future, here, there, somewhere, nowhere.
12. **Noodle around**, play with ideas, look at as a child or an animal might.
- 12!. **Sleep on it** for awhile, let your intuitive or sub-conscious mind work on your problem or situation.

Now try some of these yourself. Pick three numbers from one to 12+.

Pick a problem or challenge randomly. To do this write down several problems or challenges you are currently working on, need to work on, or want to work on and write each one on separate 3 x 5 cards. Then shuffle up the cards and pick one randomly out of the deck or put the pile in a container of some kind and pick one out.

Now work on producing a list of at least 12 possible ideas using each of the 3 approaches you chose from the twelve listed above.

Try this each morning for five days straight, Monday through Friday. Then take the weekend off to be creative in other purely fun and non-serious ways. Go have fun and relax. Do new things. Hike or walk backwards for a mile. Bowl opposite handed for whole game. Play tennis opposite handed. Walk around your backyard blindfolded. Eat in a new restaurant. Pack a few things in a bag and get in your car and start driving somewhere or in a direction you have never been before. Stop when you see something intriguing or interesting that is new that you haven't tried. Stop at a flea market you have never been to and wander around. Stop at a model train shop and go inside and enjoy it. Visit a few of the churches you come upon.

The easiest way to become more creative is to do creative things or do things creatively. For a whole day try to act and think like one of the creative people you listed earlier in this chapter. Go live creatively for 24 hours. To become more creative, act and be more creative. Good Luck!

