

"OTHER INDUSTRIES" & Other IDEA Tools

Do You Have
to Be Creative
to Be a Speaker ?!

Too often we allow our experience, education and expertise to cloud our visions and thinking. In order to break out of such traps we can take time to imagine how other industries, businesses or professions might view the problem and possibly solve it.

- Accounting A Attribute Listing
- Advertising B Take your challenge, topic
- Architecture C or aspect of your presentation
- Automotive D and list every attribute you can.
- Construction E
- Discount F Then change one of more attribute.
- Engineering G
- Entertainment H Checklisting
- Forestry I Create a list of verbs that represent
- Grocery J change and use them to create
- Health/Exercise K new versions of the details of your
- Htg & AC L presentation.
- Hotel/Motel M
- Interior Design N S.C.A.M.P.E.R.
- Janitorial O S. Substitute
- Legal P C. Combine
- Medical Q A. Adapt, Alter
- Real Estate R M. Minify, Modify
- Restaurant S P. Put to Other Use(s)
- Retail T E. Eliminate
- Software U R. Reverse
- Sports V
- Sports W
- Travel X
- Trucking Y Forced Relationships
- Vending Y Take two normally unrelated
- Undertaking Z things or actions and create or
- Warehousing find how they are the same
- Yacht Design or what would happen if you
- Zoo Keeping combined them.

What If...?! What Else? How Else?
Examine every aspect of your presentations and ask these questions to create anew.

Metaphors
Choose objects, animals, plants and let them be metaphors for what you are looking for ideas about.

Speaking is like a cloud....?
Speaking is like a tomato....?
The stage is like a race track....?

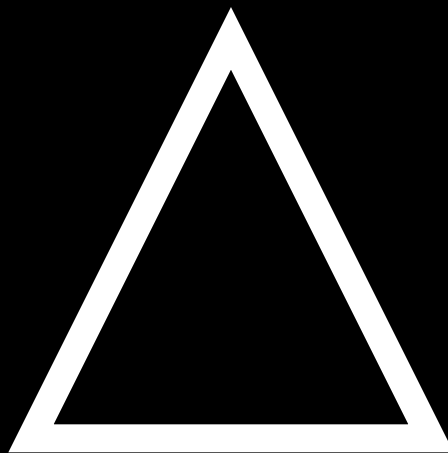
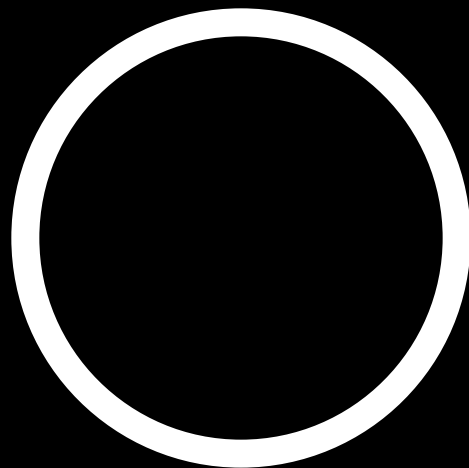
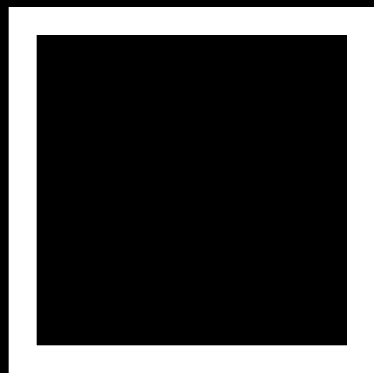
Morphological Listing
Divide your presentation/speech/training program into its various parts. Then using the parts as categories make a chart with 7 to 12 variables for each part or category.

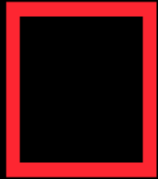
Voice	Props	Movement	Aud. Part.	Visuals
1.	1.	1.	1.	1.
2.	2.	2.	2.	2.
3.	3.	3.	3.	3.
4.	4.	4.	4.	4.
5.	5.	5.	5.	5.
6.	6.	6.	6.	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.

Narrow down your Collection of Ideas into a Solution

blue

VI





**Rational,
Logical,
Analytical,
Individual**



**Intuitive,
Exploratory,
Unknown,
Fanciful**

**Systematic,
equations,
Step-by-step,
Proven Answers**



**Fun,
Harmonious,
Involving all,
Family/Team**



Yes You Are

Creative!

**Now It Is Time to
Become More Creative**

We are born

Rainbows

But are turned into
dark gray ink lines.

Creativity

comes from the

Hear**t**

& Brain



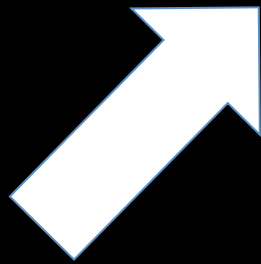
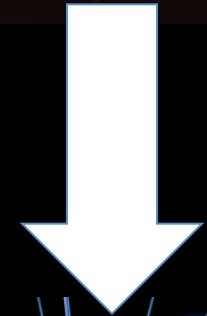
**Innovation
comes from the
Brain**

**Creativity
comes from the
Heart**





Creativity



HEART

Part of Speech: noun

Definition:

**person's emotions,
courage,
essence,
central part**

HEART

Part of Speech: noun

Definition: person's emotions, courage, essence, central part

Synonyms:

**affection,
benevolence,
character,
compassion**

HEART

Part of Speech: noun

Definition: person's emotions, courage, essence, central part

Antonyms:

**head,
cowardice,
fear,
outside**

HEART

Part of Speech: noun

Definition: person's emotions, courage, essence, central part

Synonyms:

affection, benevolence, character, compassion, concern, disposition, feeling, gusto, humanity, inclination, love, nature, palate, pity, relish, response, sensitivity, sentiment, soul, sympathy, temperament, tenderness, understanding, zest, boldness, bravery, dauntlessness, fortitude, gallantry, guts*, mettle, mind, moxie*, nerve, pluck, purpose, resolution, soul, spirit, spunk*, will, basic, bosom, bottom line, center, coal and ice, core, crux, focal point, focus, gist, hub, kernel, marrow, middle, nitty-gritty, nub, nucleus, pith, polestar, quick*, quintessence, root, seat, soul

Antonyms: head, cowardice, fear, exterior, exteriority, outside, periphery, surface

HEART – Central Core to their Nature

Part of Speech: noun

Definition: person's emotions, courage, essence, central part

Synonyms: affection, benevolence, character, compassion, concern, disposition, feeling, gusto, humanity, inclination, love, nature, palate, pity, relish, response, sensitivity, sentiment, soul, sympathy, temperament, tenderness, understanding, zest, boldness, bravery, dauntlessness, fortitude, gallantry, guts*, mettle, mind, moxie*, nerve, pluck, purpose, resolution, soul, spirit, spunk*, will, basic, bosom, bottom line, center, coal and ice, core, crux, focal point, focus, gist, hub, kernel, marrow, middle, nitty-gritty, nub, nucleus, pith, polestar, quick*, quintessence, root, seat, soul

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