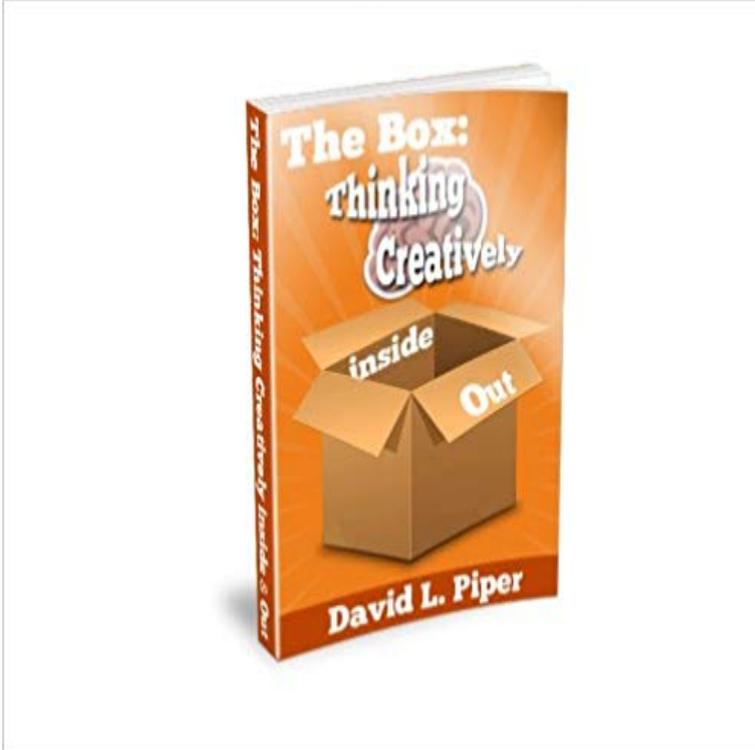


## The Box: Thinking Creatively Inside and Out



You are about to begin a journey of discovery into understanding creativity. A saying that has become a cliché is, To be creative you have to think outside the box. What many people don't realize is in some context box is actually a euphemism for brain or thinking. If we use this meaning for box that would mean we have to think outside of our thinking in order to be creative. This would be an impossibility. As humans we are constantly learning and expanding our thinking. Consequently, there are no limits so the box in this context is impossible, because by definition a box has finite borders. Yet, at some level the metaphor of the box has some intrinsic value for us. If it didn't this cliché would be meaningless to us. I propose that the metaphorical box not only meaning but contents as well. The purpose of this book is to open the box, analyze the contents, and develop an understanding of what is necessary to be successful in creative endeavors. The irony is once we understand the contents it becomes possible to exhibit a limited amount of creativity if we choose to think within the box's confines. A unique feature of this book is it has been produced without the benefits of an editor. The reason is I have written it in such a way to try to tap into both the conscious and subconscious of the reader. For example, I initially used the word so to start many sentences. One of the reasons is because when the brain processes this word subconsciously the word sew could also be processed. In a metaphorical sense I am trying to stitch many concepts together. I did end up removing many of the occurrences of this word, because it could give the reader the impression that I was using words unnecessarily and may have caused a loss of interest in what is said. Furthermore, many ideas are rephrased and may appear repetitive. These are nuances that editors like to remove. When repetition is used it

is not to imply that it isn't understood the first time, but rather to reinforce the ideas and concepts discussed. Moreover, phrases that may initially appear repetitive actually are worded in a way to indicate a slight change in perspective. It would have been difficult if not impossible to find an editor who would understand and appreciate these techniques. While tight writing is a hallmark of many books, it is important to remember the true purpose of writing. The purpose of writing is to convey the author's thoughts to the reader. If the author is trying to reach the audience at both levels of consciousness this task is further complicated, and the amount of words needed to achieve the goal is increased. This work is a paradox of sorts. You will see it stated several times that I do not believe that creativity proper can be taught, yet this book is the basis for many programs to help you become a more creative thinker. The foundation of the approach is by developing an awareness of the processes and conditions that make creativity possible our brain learns to be more creative and we become the master of the processes that make that possible. This book is unique in the approach it takes. In the four months that it has taken me to get this book into circulation there were two other books published and released. One is a direct antithesis to everything presented here. These books will be read and reviewed on my website [enhancingcreativity.com](http://enhancingcreativity.com). I have not read them while working on this book because that would taint my thinking and increase the likelihood that I might have subconsciously mixed ideas expressed in them with my own. Most good authors avoid reading any materials related to the subject they are writing about after they close the research phase and start producing their work.

Outside the Box: The Inside Story - Fast Company Creativity is a must for continuous process in engineering. Inside the box thinking works better than outside the box. Think Inside the Box: The Power of Creative Constraint - YouTube We wondered whether thinking outside the box really does enhance a person wanting to be creative is better off thinking,

## **The Box: Thinking Creatively Inside and Out**

say, inside a box? Before You Think Outside the Box, Think Inside of It - Lifehacker Deadlines cause stress for employees tasked with thinking creatively. Learn how to adjust your delivery process to nurture outside-the-box Download The Box: Thinking Creatively Inside and Out book pdf Most who think seriously about creativity agree that it entails not only novelty (that outside the box stuff) but also utility, and in order to be useful, Harness Creativity by Thinking Inside the Box This chapter proposes, in contrast, that inside-the-box thinking is the basis for creativity: innovation is based on extensive knowledge in the area in question Images for The Box: Thinking Creatively Inside and Out Lets think about the box, first, and then lets figure out how and whether to climb out of it. The irony is that people are very creative animals. Staying inside the box in our example, you wouldnt overcome the obstacle or On Out-of-the-Box Thinking in Creativity - Oxford Scholarship - 17 min - Uploaded by TEDx TalksCalder asks the question, What if outside-the-box thinking happened inside the box? With Why You Should Tell Your Team to Think INside the Box - Medium Lets face it, people who tell you to think outside the box are really suggesting that you arent creative enough. Others will tell you to think inside A case for thinking inside the box - YourStory There is a tendency in any discussion of innovation and creativity to focus on thinking outside the box. As the title of this rewarding little book Outside the box thinking from inside the box Calder Hendrickson Most who think seriously about creativity agree that it entails not only novelty (that outside the box stuff) but also utility, and in order to be useful,