

Subject: Re: The 5 I's of Innovation. The Art of Turning Ideas Into Action!
Date: Wednesday, September 30, 2009 4:37 PM
From: ESP <enhancedsport@shaw.ca>
To: Ignite_Ideas@sparkcommunications.com
Conversation: The 5 I's of Innovation. The Art of Turning Ideas Into Action!

excellent ideas David...great news...btw can you switch my email to coach_don@shaw.ca? tks and keep it up look forward to the "incubation" ideas. Don

----- Original Message -----

From: [David Saxby](mailto:David_Saxby)
To: enhancedsport@shaw.ca
Sent: Wednesday, September 30, 2009 5:02 AM
Subject: The 5 I's of Innovation. The Art of Turning Ideas Into Action!



Stage 1: Inspiration continued... 19 Ways to Ignite Your Thinking Daily!

If you are having a challenge developing solutions to a problem or coming up with new ideas here are some ways to increase your creativity:

Einstein once said, "The world we have made as a result of the level of thinking we have done thus far creates problems we cannot solve at the same level of thinking at which we created them." To create new levels of thinking we need to learn how to boost our brainpower and develop new habits on a daily basis.

For every additional year of education, people reduce their risk of Alzheimer's symptoms by 20%. If you want to avoid brain atrophy, you've got to exercise your mind on a regular basis. The mechanism by which the brain is able to learn, remember and think is the synapse, the connection that allows one brain cell to communicate with another.

1) Periodic naps - early stages of sleep - more free-wheeling, imaginative THETA waves. These brain wave patterns tend to occur most frequently during the HYNAGOGIC STATE, a twilight zone bordering on sleep where dreams and reality mix.

Edison often rested in a chair with his arms draped over the side, a ball bearing in each hand he would dose off, the ball bearings would drop and awaken him, and he'd jot down any ideas that popped into his head. You can do this too. Keep a pen and paper near your bed. Just before you fall to sleep, in the Theta Stage, if you get an idea write it down.

2) Visualize! When Einstein thought through a problem, he always found it necessary to formulate his subject in as many different ways as possible, including using diagrams. He visualized solutions, and believed that words and numbers as such did not play a significant role in his thinking process.

3) Play a little Mozart - IQ tests were administered to 36 college students after they listened first to a sonata, then a relaxation tape and finally nothing. Following their encounters with Mozart, students scored nearly 10 points higher -the boost in brain power only lasted 15 minutes but researchers hypothesize that earlier and longer exposure as children could have more prolonged effects.

Gordon Shaw, a University of California, Irvine, physics professor involved in a study of the effects of music on the brain, believes that the structure of Mozart's music may trigger a series of neural firings in much the same way that a vibrating piano string causes neighboring strings to vibrate.

4) Avoid downshifting - occurs when we find ourselves in fearful or threatening situations. The brain engages in a defensive maneuver and abandons the neocortex - the region where language creative thinking and decision making capacities reside - and reverts to more primitive parts of the brain governed by the fight or flight survival responses. To avoid downshifting is to use visualization techniques. Athletes use this technique to improve their times or scores in sports.

5) Avoid Couch Potato syndrome - Results in "oxygen-starved fatigue" - take periodic "oxygen breaks" by relaxing and breathing deeply for several minutes. Physical exercise also helps increase blood and oxygen flow to the brain and may contribute to changes in the neurotransmitters.

"While you're improving your body's metabolism through exercise, you may also be boosting your cerebral metabolism," suggests Charles Emery, Ph.D., assistant professor of psychiatry at Duke University and exercise and cognition researcher. Jogging, walking and aerobics increase the brains production of endorphins a natural chemical that possesses pain killing qualities, enhances the immune system and generates the feeling of euphoria.

6) Experience - firsthand or secondhand (such as reading, listening or seeing) firsthand experience is superior. Toyota practices Genchi Genbutsu (Go and See).

7) Travel - discover new people, cultures, customs, ways of living. Viewing life in other people's worlds will give us fresh perspective on our own life.

8) Continually build personal contacts - associate with creative people and people who know nothing about your business. Novice consulting is a powerful way to discover areas where you need to improve your business. A novice (someone who knows nothing about your business) will ask questions. These questions could be the clues as to what part of your business your customers may not understand. Your customers are probably asking these same questions.

Children play the association game look at something with a child - ask what does this look like to you.

9) Question Your Assumptions - List everything about your situation that you know to be true — no matter how small or insignificant. Now question each assumption. "Is that really so? Does it have to be that way? How could it be done some other way?"

10) Participate in Hobbies – hobbies can engage your brain in a different way from your daily routine.

11) Read - diverse tangent of subjects - fiction and non-fiction. Fiction helps build the imagination.

12) Brain Joggers – practice solving puzzles like sudoku, crossword puzzles, anagrams (word puzzles), pictograms.

13) Brain bank – keep your ideas in a folder, or a jar, or box and refer to them when you are stuck or your are looking for some creative input. This is just like having money in a saving account.

14) Practice Mind mapping, Storyboarding & Doodling – these techniques use both sides of the brain. We work with clients to train them in using these techniques to rapidly generate ideas.

15) Look at problems in many different ways, and find new perspectives that no one else has taken - Leonardo da Vinci believed that, to gain knowledge about the form of a problem, you begin by learning how to restructure it in many different ways. He felt that the first way he looked at a problem was too biased. Often, the problem itself is reconstructed and becomes a new one.

16) Create Catalytic Combinations: form relationships and make connections between disassociated subjects - Combine, and recombine, ideas, images, and thoughts into different combinations no matter how incongruent or unusual. Use 2 columns of words, use a phone book or a dictionary and flip through pages at random to see what sparks a new idea. Samuel Morse invented relay stations for telegraphic signals when observing relay stations for horses.

17) Think metaphorically. Aristotle believed that the individual who had the capacity to perceive resemblances between two separate ideas (a metaphor) and link them together was a person with special gifts. By comparing or linking two ideas together you may discover a new idea or solution to a problem.

18) Chance favours the prepared mind - Failure can be productive only if we do not focus on it as an unproductive result. Instead: analyze the process, its components, and how you can change them, to arrive at other results. Do not ask the question "Why have I failed?", but rather "What have I done?"

19) A distinguishing characteristic of genius is productivity. Edison held 1,093 patents. He guaranteed productivity by giving himself and his assistant's idea quotas. The most respected scientists produce not only

great works, but also many "bad" ones. They weren't afraid to fail, or to produce mediocre in order to arrive at excellence.

Our next newsletter will focus on the second "I" of Innovation "Incubation".

David Saxby, President of Spark Communications, Inc. delivers keynote presentations, seminars and workshops and works with organizations to facilitate brainstorming sessions on innovation, sales and marketing.



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