

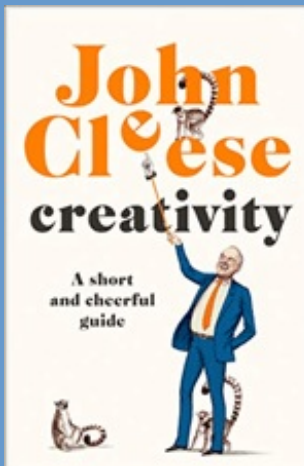
We Need Creativity, Now More Than Ever

- [Creativity Insights](#)
- [Bringing Creativity Home](#)

Working from home can create more time, and less time. More time because we do not have to commute or take extra time at the water cooler or coffee station for idle conversations with co-workers. Less time because many of us are now responsible for home chores, such as cooking, cleaning and landscaping, previously performed by others, and for home-schooling children and grandchildren. It is the perfect time to rethink home routines and work routines.

While finishing my morning coffee several weeks ago, our television was playing in the background, and I overheard an interview that caught my attention. John Cleese, co-founder of the Monty Python comedy troupe and author of many successful film scripts and books, was speaking about his newest book, *Creativity: A Short and Gleeeful Guide*. Cleese mentioned the direct correlation between the ability to play and being creative.

• Creativity Insights



In the entertaining and informative book (which, indeed, is both short and gleeeful), Cleese references a widely cited study conducted by University of California researcher Donald MacKinnon. The results of an extensive study conducted by MacKinnon documenting the daily routines of many architects found only two differences between extraordinarily creative architects and average architects. The creative architects knew how to play and always deferred making decisions as long as possible given the constraints of the decision.

In Cleese's discussions of his own creative process, he provides several examples of how his subconscious mind actually creates and improves the project at hand without any conscious effort. He often works on a problem before going to bed and in the morning the solution is crystal clear. Another time he lost a script he had completed and had to recreate it from memory. Later he found the original script and the new script, as remembered, was far superior to the original.

• Bringing Creativity Home



This experience caused him to summarize, *"The language of the unconscious is not verbal. It's like the language of dreams. It shows you images, it gives you feeling, it nudges you around without you immediately knowing what it's getting at."* When the creative subconscious is given time and space to express itself, it can be the source of deep wisdom and innovation.

One of our most meaningful and insightful LEGO SERIOUS PLAY workshops was as the opening keynote program at a three-day leadership retreat for seasoned executives. The meeting site was a resort so family members were encouraged to come. Because the kick-off program involved LEGO bricks, executives were encouraged to have their family members join the workshop. Many were

overwhelmed with the deep thinking and critical insights their family expressed through their LEGO models and stories.

Maybe new ideas are as close as your kitchen table.

[Check out the latest facilitator training schedule](#)

Contact:
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Sincerely,

A handwritten signature in black ink that reads "R. Rasmussen". The signature is fluid and cursive, with the first letter of each word being capitalized and larger than the others.

Rasmussen Consulting specializes in using LEGO SERIOUS PLAY to effectively harvest an organization's collective intelligence to enhance strategic behavior for better and faster decision-making. We are based in Denmark with offices in US, Japan and Singapore. www.rasmussenconsulting.dk.