

## HOW TO BE CREATIVE



COLLABORATE  
WITH A TEAM



FIND A  
CREATIVE  
SPACE



TRUST  
YOURSELF



GET YOUR  
HANDS DIRTY

THE LIFE-  
BLOOD OF  
MANKIND

DEEPLY  
REWARDING

# WHAT IS CREATIVITY?

IT IS THE ABILITY TO  
CONCEIVE ORIGINAL,  
MEANINGFUL, AND  
VALUABLE IDEAS THAT  
SHAKE THE FOUNDATIONS  
OF CONVENTION AND  
TRADITION.

HIGHLY  
SOUGHT-  
AFTER  
VIRTUE

A FORM  
OF SELF-  
EXPRESSION

## THE CREATIVE PROCESS



BRAINSTORMING &  
INITIAL IDEA



SETBACKS



RESILIENCE &  
GETTING DIRTY



CREATIVE  
GROWTH



THE FINAL  
BIG IDEA

PROTOTYPING - TESTING

RESEARCH - IDEATION

adidas

CREATIVE SESSIONS

FIND OUT ALL ABOUT CREATIVITY:  
[WWW.GAMEPLAN-A.COM/CREATIVITY-GUIDE](http://WWW.GAMEPLAN-A.COM/CREATIVITY-GUIDE)