

THE DO-IT-YOURSELF LOBOTOMY

Open Your Mind To Greater
Creative Thinking

TOM MONAHAN

TOM MONAHAN is president and head creativity coach of Before & After Inc., a consulting firm specializing in applied business creativity. A former Boston University lecturer and advertising agency creative director, Mr. Monahan consults with an impressive array of companies – including AT&T, ABC Sports, McDonalds, Texas Instruments and *The Wall Street Journal*.

The Web site for this book is at www.do-it-yourselflobotomy.com.

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MAIN IDEA

To survive and to aspire to succeed in the competitive business environment of the twenty-first century, you need to be capable of generating an ongoing stream of creative new ideas. Therefore, it stands to reason that if you fail to make a concerted effort to enhance your creative thinking skills, you automatically give a sustainable advantage to your competitors.

So how do you learn how to think creatively? The human mind is the most powerful tool in the world, but sometimes it gets too bogged down with facts and knowledge that it's unable to do what it really excels at – generating fresh, new and original ideas. Thus, to think creatively, you have to be willing to let go of what you already know. In other words, you have to figuratively perform a do-it-yourself lobotomy to get rid of what you currently know to make room for the fresh ideas that will become tomorrow's knowledge and accepted business practices.

By doing just such a lobotomy:

- You position yourself and your organization to generate the fresh new ideas that will underpin the success stories of the future.
- You can generate the business-building ideas which will fuel your future growth.
- You can come up with the breakthroughs and fresh ideas that create buzz.
- Your organization can improve itself in every area of importance.
- You get ahead of the curve – introducing cutting edge products and services rather than “me too” offerings.
- You can act quickly to commercially exploit your creative ideas before competitors become aware.
- You actually become a leader in your field.

In short, the benefits of being able to conceive and bring to market fresh new ideas are impressive and far reaching. Creativity creates leverage and provides a competitive edge that can and should be seized with vigor.

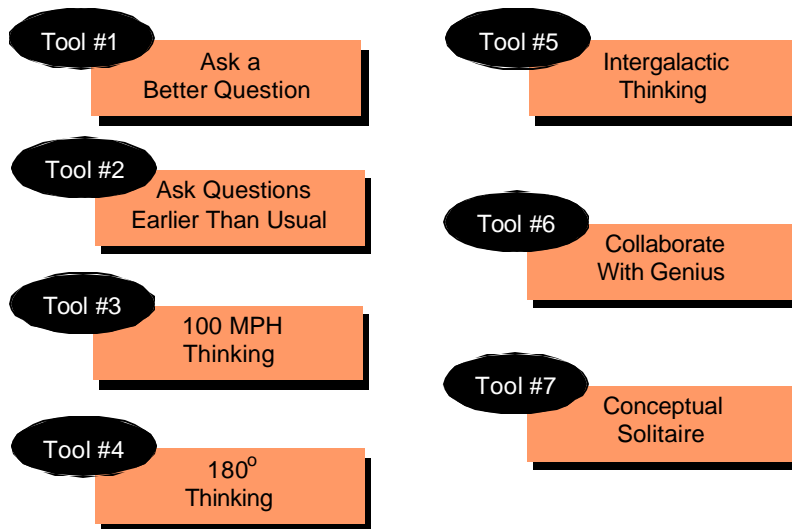
“Imagination is more important than knowledge.”

– Albert Einstein

1. The Need For Creative Thinking Page 2

At its most basic level, creativity equals problem solving. It's almost impossible to be creative unless you are solving a problem that affects you, your customers or a large pool of potential customers. Finding solutions to problems is the heart and soul of the creative process.

2. The Creative Thinking Toolkit Pages 3 - 7



3. Key Lessons In Using These Tools. Pages 7 - 8

- Lesson #1 – How to be more creative
- Lesson #2 – Strive to become an accidental genius
- Lesson #3 – Stop making sense
- Lesson #4 – Redefining the acceptable range
- Lesson #5 – Be prepared to sell your ideas creatively
- Lesson #6 – Nurture your organization's creative thinkers
- Lesson #7 – Learn how to run group creativity sessions
- Lesson #8 – Overcome the 5 barriers to creativity
- Lesson #9 – Move forward with passion

