

# Creative Process The Stages

## 1. Idea or Problem presented

Preparation Stage--immersion in the problem--you search for information.

Read  
Study  
Ask Questions  
Do Research  
and...



Free Association--the imagination roams free without censoring.





Two years ago, Peter Coughlan, the leader of the Transformation Practice of the design firm, [IDEO](http://www.ideo.com) spoke at the Appreciative Inquiry Conference. He handed out cards with 7 tips for effective brainstorming:

1. Defer Judgment
2. Encourage Wild Ideas
3. Build on the Ideas of Others
4. Stay Focused on Topic
5. One Conversation at a Time
6. Be Visual
7. Go for Quantity



<http://positivepsychologynews.com/news/kathryn-britton/200912076180>

**2. Frustration Stage**-- this is when the rational, analytic Mind, searching for a solution, reaches the limits of it's abilities.

It is a necessary part of the process, the “darkness before the dawn.”

Evidence suggests that people often fail to solve problems because they give up too soon when they reach the frustration stage.



**3. Incubation**-- A more passive stage where you digest information you have gathered.

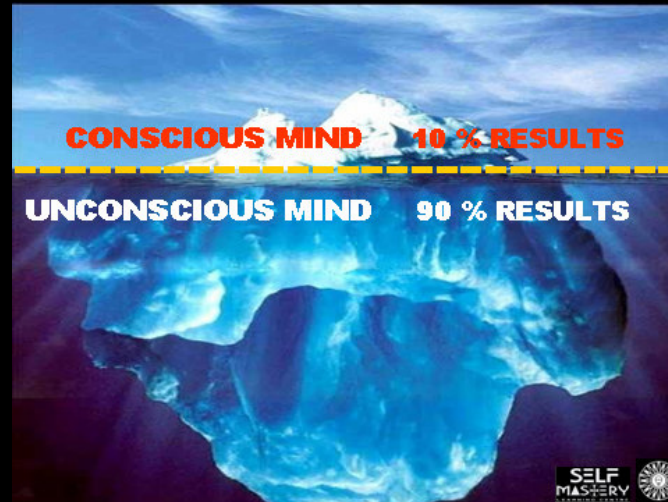
Most of what happens at this stage goes on inside. It is a kind of focused awareness---mostly unconscious.

The unconscious mind is a storehouse of everything you know.

All conscious awareness is unconscious before it is conscious. Information must pass through the unconscious first **but...**



...less than 10% of what is in our unconscious ever reaches conscious awareness.



The unconscious knows more than the conscious...we call this intuition.

# Daydreaming fits into this category.

Every moment of the day your mind is being occupied, controlled by someone else.

At school, at work, watching television... somebody else's mind is controlling what you think about.

Getting away from all that is really important. You need to kick back in a chair or go for a walk and just daydream...meditate.

Dreams also often reveal answers to problems.





**4. Illumination-- with luck, immersion and daydreaming lead to illumination.**

**When the solution seems to come to you out of nowhere.**



## 5. Translation-- The thought alone is not a creative act.

The final stage is translation, when you take your insights and transform them into action.

Making the ideas real.

So then your idea is more than a passing thought but something that can become useful to others.





Now, this process presented is only a rough approximation. Any process is fluid and can flow in many directions...

and in the course of complex creative acts... there can be a series of preparations, frustrations, incubations, illuminations and translations.

