

LEARN TO THINK CREATIVELY

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Naučte se myslet kreativně, Author: Matthias Nöllke, Published by: Grada Publishing, a.s., Year of publication: 2006, ISBN: 80-247-1519-8

Is it possible to learn how to be creative? Can we really become more creative by training and learning it? Of course not, some could argue. However, good ideas often bring unexpectedly good results! Myths about creativity are enormous. Geniality and madness, sense and nonsense, delusion and fraud – these are the most common characteristics of people seeking an idea, a great idea may be. Creative people are often more flexible and purposeful than one could possibly imagine.

Matthias Nöllke, the author of a book called “Learn to think creatively”, which was published in 2006 by Grada Publishing, is trying to get to the bone of it. And the result? Creative nature of a human being and the flow of inspiration often lead to a long lasting working process: the more you work, the more creative you become. The author also claims, for instance, that creativity and economic success are not necessarily in conflict with each other. Let’s take a look at some interesting ideas arising from having read this book.

In chapter one, the author is trying to look at creative personalities from different perspectives; he describes divergent and lateral thinking and deals with the five most frequent misinterpretations related to the idea of creativity, such as social perception of creative people being “outsiders”. The contrary is the case, the author says.

Furthermore, throughout the second chapter, we get a change to discover the eleven biggest “creativity killers” together with five steps of a creative process – from designating the target to the final solution. An outline of a creative personality and the difference between a monotonous routine and creativity are also included, as well as the revelation of so called “wild thinking”.

According to the author, “The thought is good only when it is accurately evaluated.” Nöllke sets out a list of creative techniques using terminology (mainly in chapter three). The majority of the educated public is somehow aware of how a brainstorming session or a mind map work, but concepts like

random-input, morphological containers and other matrixes, mental provocation and progressive abstraction are encountered by a common user very rarely. Author's suggestions are frequently quite abstract, yet there is always some kind of gist behind them. In addition, we are able to compare their advantages and disadvantages together with the situations in which these ideas can be used.

In the last chapter an emphasis is put on the importance of creative seminars for business people as well as it is insisted on implementing creative communication into working process within companies and other organizations. A requirement of innovative and cooperative culture is also considered important. The fact that there is a number of useful tips and examples throughout the book can become especially handy for people working in managerial positions, creative personnel, lecturers or simply for those who use creative thinking on a daily basis. As one of the results, it may help them strengthen their own competitiveness on the market or improve the creativity amongst others in the work place.

Nölke never calls creativity a fancy 'accessory' of a few involved. In the contrary, creativity and the use of related techniques, which are demanding and elaborative, are crucial for people who want to progress with their careers.

It is not necessary for the author to convince us very much about the importance of this topic. He simply lets us know that a creative solution has to free itself from a tedious routine. Once this is achieved a success can be guaranteed.

Useful tips, impressive examples and nice old-fashioned burlesques used in the book contrast with the prosaic text, which – even though quite short – does not lose its grace. Although the text is mainly aimed at beginners being a short introduction to creativity, more advanced readers will be able to discover some new exciting and inspiring pieces of information.

Dr. Matthias Nölke is also the author of several publications, such as "*Decision Making*" – an effective and correct decision making at work and in a private life; "*The Art of Verbal Self-defence*" – accurate, prompt and humorous reactions to verbal attacks and provocation; "*Practical Management*" – what managers need to know in order to successfully manage themselves, other people, teams and the whole companies.

To put it in a nutshell, "*Learn to think creatively*" will definitely provide you with a quick, competent, compact and an easily understandable answer to how to be creative.

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