



STEFAN MUMAW
FIRST PERSON

CREATIVE BOOT CAMP

creativity
is
relevance
& novelty

relevance is objective
& novelty is subjective

unfortunately

creativity is attached
to **artistry**.

you solve 99%
of problems with
habits

when a problem
is presented:

**creative
process starts**

shape of ideation

quantity

time

relevance

what happens
here?

someone said
something
stupid & broke
rules.

novelty

what you produce
later pushes past
tendencies

language
guides our
thinking

riflemen: one okay idea
shotgunners: many ideas to "yes and"

does it need to
be a: _____?

Practice

3 min. (timebox)
think of as
many x's
as possible

timebox it
(a few minutes)
find a buddy
(accountable &
collaborate)

key points

1. **get stupid** → discover creative angles
2. **want the box** → restrictions make you move
3. **can the critic** → quiet the doubt