

Get a Life - - AGAIN!

by Marilyn Schoeman Dow

It's true. Bad things happen to good people. Nothing new about that. However, we can make matters worse by continually focusing on it. Life isn't so much what happens to us as what we DO about what happens to us.

So what do we do? What action do we take? Grief can be lightened or intensified. Sorrow can be an escape from life or a normal part of adjustment. Anger can be debilitating or harnessed to power great causes. Uncertainty can leave us paralyzed, forever on edge. Or it can prompt us to take new paths, to discover what would have been missed, to make connections we would have overlooked. We choose whether we wake up with the proverbial "Good morning, God!" or "Good God. Morning!"

We decide, consciously or not, thoughtfully or not, to make a good day—or complain about a bad day. Those who make the most of whatever life hands them use the Green Light® style. They make the best of every situation. They can also guide others who want a better way. Their Green Light thoughts lead to Green Light words and then to Green Light ACTS. Like a magnet, they draw out and bring together the best of everyone.

Red Light

Inaction
Negative
Unproductive
Short-term view
Survival mode
Victim



Green Light®

ACTION!
Positive
Productive
Long-term view
Success mode
Victor

On the short term, it's often easier to give up, to think red, speak red, act red. On the long term, it's a life sentence of hard labor—short on laughs and long on gripes, short on relationships and long on loneliness. We get our teeth drilled not because it's fun but because it's wise. It's tough. We do it anyway.

continued on page 4

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inside this issue

- 2 President's Column by William Wurtz
ACA Boards
- 5 Possibilities—inspire creativity in the workplace by Bob Andelman
- 6 Communications and the Arts Society Column by Carol McCormick
- 7 Education and Training Society Column by Joyce E. Juntune
Chryseology by Harvey Mathason
ACA Chapter: Meeting of Minds
- 8 ACA 2002 Philly Conference
ACA Membership Application

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check  page 8



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sblouch@csc.com • 216.371.5665

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dboyd@uci.edu • 949.824.8927

Lorraine Yapps Cohen, ExxonMobil Company, Annandale, NJ
lorraine.yapps-cohen@exxonmobil.com • 908.730.3074

Tara G. Coste, University of So Maine, Standish, ME
tcoste@usm.maine.edu • 207.642.6864

Marilyn Schoeman Dow,* ThinkLink, Seattle, WA
gogreenlight@mac.com • 206.622.2212

Kimberly A. Johnson, 3M Company, St. Paul, MN
kajohnson1@mmm.com • 651.733.4837

Lynne Krause, Naval ICP Learning Ctrs, Philadelphia, PA
lynne_krause@icpphil.navy.mil • 215.697.4526

Anthony J. Le Storti, IDEATECTS®, Doylestown, PA
ajls@ideatects.com • 215.348.3720

Parry M. Norling, Technology Advisor, Wilmington, DE
parry.norling@usa.dupont.com • 302.695.3547

Gene Quidort, eni, Vestal, NY
gene-q@eniweb.com • 607.754.1048

Dean Schroeder, Valparaiso University, Valparaiso, IN
Dean.Schroeder@valpo.edu • 219.464.5177

E. Paul Torrance, Univ. of Georgia (Emeritus), Athens, GA
706.543.9679

Mary Wallgren, Venture Info Capital, Williston, VT
mwallgren@ipcgroup.com • 802.872.3200

Jeff Wilson, Deloitte Consulting, Kansas City, MO
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-staff-

Executive Director & Webmaster

Lynne Krause ACAexdir@aol.com • 888.837.1409

Communications Director & Editor of FOCUS
Ann Anderson ACAComdir@aol.com • 502.254.5746

Legal Counsel
J. Michael Dady Dady & Garner, P.A.



President's Column

by William Wurtz Jr

thought leadership

“Thought leadership” is a term that has come into wide use in the past few years. It connotes an individual or organization that regularly and frequently comes up with creative and innovative ideas. A thought leader is one who (as the wry expression has it) is on the “bleeding edge” of a particular discipline.

A professional association in the field of creativity and innovation must, by its very nature, be a thought leader. I'm pleased to say that the American Creativity Association is demonstrating thought leadership. One clear indicator of this thought leadership is in the make-up of our Advisory Board. I have been working with my colleague and fellow Board of Directors member, Tara Grey Coste, to recruit new members and revitalize this crucial part of your association's governing structure.

The ACA has been well served by its Advisory Board which has been populated from the very beginning by the leaders in creativity and innovation. But in recent months, a variety of factors—retirement being the prime one—have created several openings on the board. The stature of the American Creativity Association, as the preeminent organization in the field of creativity and innovation, has enabled us to attract a new crop of the best and brightest thinkers in creativity and innovation. They join our remaining Advisory Board members, whose collective purpose is to ensure that the Association is aware of the latest emerging trends in creativity and innovation. Since these are indeed the folks who are out there on that “bleeding edge,” they are unusually well qualified to perform this vital task.

Let me, with considerable pride, introduce the new Advisory Board members to you:

Winston Brill, Ph.D. founder and CEO, Winston Brill Group. Originally a top university researcher and winner of numerous academic research awards, Winston went on to found a successful biotechnology company, earning many patents and even more recognition—National Academy of Sciences membership; named one of *Business Week's* “most innovative researchers.” He became fascinated with the creative process itself. Combining extensive research with his own observations, he eventually formed

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Ann Anderson, 14404 Brook Forest Place, Louisville, KY 40245

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his current firm to promote his “Innovative Attitude” approach. He has been featured in *Fortune*, *Time*, *Der Spiegel*, *Newsweek*, and on the CBS Evening News and the public television series NOVA.

Doug Hall, founder and CEO of the Eureka! Ranch, an inventing, training and research firm that advises some of the world's top corporations. Research shows that the average American home uses 18 products or services that Doug and his team have had a hand in developing. His early career was spent at Procter & Gamble, where he rose to the rank of master marketing inventor and shipped a record 9 new business initiatives in 12 months. In 1990, he left corporate life and founded the Ranch, “America’s #1 Idea Company” (*Inc. Magazine*). He is author of several books, the most recent being *Jump Start Your Business Brain*.

Ann Herrmann-Nehdi, CEO, Herrmann International. Ann is one of the leading exponents of whole brain technology. Her interest in learning started in Paris where she designed and delivered foreign language programs for business professionals. Her extensive work as a technical translator led her to become a programmer, and ultimately a sales manager and broker of mini and main frame computers for an international leasing firm in Paris. This in turn led to forming the Paris-branch of the Ned Herrmann Group, the base she used to help the company expand across the world. A powerful and highly energetic speaker, Ann serves major clients like General Electric, Principal Financial, Coca Cola, DuPont, Volvo, Deloitte & Touche, and Xerox.

David Horth is senior faculty member at the Center for Creative Leadership. His responsibilities include research, design, delivery, and management of programs targeted at helping executives with complex leadership challenges. David has been instrumental in the launch of some of the Center’s most innovative efforts, including the programs Leading Creatively,

Targeted Innovation, and the Innovation Assessment Process and Leading Complex Challenges. He serves as an executive coach to many Fortune 100 companies. His most recent book, co-authored with Charles Palus, is *The Leader’s Edge: Six Creative Competencies for Navigating Complex Challenges*.

Joyce E. Juntune, Ph.D., Texas A&M University’s Educational Psychology Department. Joyce is a nationally recognized expert on education. Her research interests focus on intelligence, creativity and giftedness. She has previously served as Executive Director of the American Creativity Association and the National Association for Gifted Children. She started her educational career as a classroom teacher in Minnesota. Joyce developed the successful Classroom-Integrated Thinking Program, which provides training for hundreds of teachers across North America on developing creative thinking and problem solving skills.

Michael Michalko, leading creativity expert and author of best-selling *Thinkertoys: A Handbook of Business Creativity* and other books. His involvement in the field began when, as an officer in the U.S. Army, he organized an elite team of NATO intelligence specialists and academics to research, collect and categorize all known inventive-thinking methods. His team applied these methods to various military, intelligence and political problems and produced a variety of breakthrough ideas and creative solutions to new and old problems. After leaving military service, Michael applied these creative thinking techniques to problems in government and the corporate world with outstanding success, and his instruction, seminars, and creative-thinking workshops have proved highly popular around the world.

Mary Murdock, Ph.D., Center for Studies in Creativity, Buffalo State College. Mary is past director, Torrance Center Summer Creativity Camp and a charter

member of both the Torrance Center Scholar-Mentor Network and the International Creativity Network. She consults internationally with a number of Fortune 500 companies and academic institutions. Mary is a prolific author, whose work focuses on the creative problem-solving process, with special emphasis on the qualitative and quantitative aspects of creative problem solving as well as on role-playing as a means of improving creative problem solving skills.

Kobus Neethling holds six degrees, including a Ph.D. and postdoctorate in creative behavior. Though we remain the American Creativity Association, our organization is taking on an increasingly international perspective. Thus, we welcome Kobus Neethling of South Africa. A creativity coach for top companies like Citibank, Mercedes Benz, Shell, DeBeers, and BMW, he has also published 70 books and produced four hit TV series in South Africa, including the live program *Creativity*. Among many awards are designation as one of ‘The 2000 most outstanding scholars of the 20th century,’ South Africa’s Quality Institute’s Best Communicator of the Year, and International Who’s Who Man of the Year, 1991/1992.

David Tanner, Ph.D., is a well-known and much beloved figure in the ACA. Dave was a very successful research chemist, with many patents to his credit, and an executive at DuPont when he was asked to help revitalize creativity at the company. He formed what was eventually known as the DuPont Center for Creativity and Innovation, which became a model for corporate creativity renewal. The model is described in Dave’s book, *Total Creativity in Business & Industry: Roadmap to Building a More Innovative Organization*. His enthusiasm for creativity and innovation ultimately led to an affiliation with the ACA, culminating in being president. Dave was honored by the association with its first Champion of Creativity Award, which is now known as the David Tanner Champion of Creativity Award.

Our association will continue to grow, evolve and change. It’s in our nature to do so. Creativity by its nature demands it. The American Creativity Association will continue to be the thought leader.

Red Light

FOCUS:

- Obstacles
- Past
- Worst Case Scenario
- Can we...? NO!
- Will it work?
- Status Quo



Green Light®

FOCUS:

- Objectives
- Future
- Best Case Scenario
- How can we...?
- How might it work?
- Status? GO!

Do we want to be in charge of our life or host our own pity party? Many will join the Poor Me Parade—but no one will march to Sousa. No one will wear a grin, let alone a big red clown nose. Crowds won't line the streets to see who floats by.

Red Lighters, like Chicken Little, continually sound the alarm, "The sky is falling! The sky is falling!" Green Lighters concoct sky hooks and hold things up. They determine, as best they can, what the reality of the situation is. Then they take the ACTION they believe produces the best outcomes. They also put on a happy face—or at least a stiff upper lip—and carry on.

With incomplete information, with no crystal ball projecting a view into the future, they make the best decisions they can at the time. As new data, new circumstances, new options appear, they readjust and again take the best ACTION they can at the time. Action uplifts and encourages. Inaction fosters a feeling of being helpless, discouraged and adrift.

Green Light action draws us into a positive upward spiral.
Red Light action pulls us into a negative downward spiral.

Many of us now make much better health advocates for ourselves, no longer expecting the medical profession to do it all for us. We must also be our own life advocate, our own decision-maker, designer of our future. It never was a good idea to trust it to some person or program. Inventive, creative, designing and directing our destiny—that's the Green Light style. We can always give up. We can't always change our mind, say, "Oops. I want my life back," and thus undo the damage.



- What information do I need?*
- What shall I ignore? Forget?*
- What perceptions need to change?*
- What are the odds I'll face a major disaster?*
- What can I control? Influence?*
- What is my focus?*

Green Lighters ask the questions that:

1. Prompt the thinking.
2. Force the discoveries.
3. Propel the ACTION.

Auto accidents kill fifty thousand people a year, yet people don't abandon their cars. Remaining in the driver's seat means more control of the destination. Turning the wheel over to fear leads to dead ends. Fear will never take us where we want to go.

So DO something. Not only will it feel good, it will achieve good—at least for ourselves, often for others. Inaction leaves us even more vulnerable—victims in waiting. Vulnerability isn't new. It's just more obvious. Apply thought, not just reflexes.

Red Light

- I'm terrified.
- I can't quit thinking about this.
- I don't feel safe anywhere.
- I heard another awful rumor.
- I look at everything and worry.
- I'm a victim. Life's a drag.



Green Light®

- I'm streetwise.
- I direct my thoughts constructively.
- I am well prepared and moving ahead.
- I select helpful information.
- I choose my view and face it confidently.
- I'm a victor. I make the best of everything.

It rarely makes news when things go well. We never know what nasties we prevent—by our careful choices, kind concern, wise actions. Commend yourself for them anyway.

We possess the power of choice. Every day, every moment, we can choose to be fearful or confident, to worry or to do the best we can—and relax. The more we worry, the more we have to worry about. We increase our stress and decrease our health. We perform a disservice to ourselves, to those who love us—and to our world as well. Choose to be strong, caring, generous, unified people, not angry cowards, mindless followers or foolhardy revenge-seekers.



- What am I undervaluing, misunderstanding or not communicating?*
- What people, priority, conflict or legacy needs attention?*
- How might I maintain a sense of optimism, control, normalcy, future?*
- What is my best balancing act between inertia and frenzy?*
- How might I best serve my family, group, society?*
- What are the things I need to do, to not do?*

Many things are still right with the world. We won't often find them featured in the media or rising from the masses. Know whom to have faith in, to count on for a boost, for ideas and options, for a nudge in a better direction.

Respond to a question posed here. Choose an action—one that seems especially important right now. Take a few moments to think deeply about it. Notice what you feel about it. We tend to either totally avoid action or charge into things without thought. That can lead to unintended outcomes and unexpected consequences, painting our world a deeper Red. Think new thoughts. Convert them to new Green action. Green Lighters pull themselves up by their light bulbs!



- How might you give someone a laugh? A break? Hope?*
- Who might give you a lift? A smile? Comfort?*

When the going gets tough, the tough—and the wise—go Green. Okay, it may sound trite. If you read this far, you know a Red Light flicked on. (Red: the quick, unwise reflex, the rush to negative judgment.) Switch to Green and tweak the ideas to make them work for you.

Choose your dominant style. Think, "In what ways, places and situations might I Green Light® things?" Put your Green glasses on and look around. Find the good news, great role models, superb creativity, stunning courage, amazing selflessness. Discover

continued on page 5

break
out of
the box

POSSIBILITIES

Excerpts from *Corporate Meetings & Incentives* magazine—the senior executive’s guide to decision making, July 2001. CMI sat down with a half dozen thought leaders on creativity—including former ACA president, David Tanner. Future issues of FOCUS will feature other leaders who inspire creative thinking in companies.

by Bob Andelman

Which of the early **principles** involving **creativity** and **innovation** are still applicable to **corporations**?

David Tanner: When we founded the DuPont Center for Creativity & Innovation in 1990, there were three guiding principles. The first is that creative thinking is a teachable/learnable skill. Many powerful creativity tools, beyond brainstorming, help us think outside normal patterns of thought: lateral thinking, metaphoric thinking, whole brain thinking. I describe these tools in my book, *Total Creativity in Business & Industry: Roadmap to Building a More Innovative Organization*.

Secondly, for a creativity and innovation program to succeed, it’s essential to engage the organization in a way that people are motivated to learn and apply the creative thinking tools in their work. You need a supportive environment, with management support, and certain routines such as regularly scheduled creativity workshops. You need to reward successful applications on the job and avoid certain taboos, such as punishing for mistakes rather than learning from mistakes. This approach enables people to ‘dance with their ideas’ in tackling difficult problems.

Finally, systems and structures need to be in place to maintain program momentum. The basic concept of the corporate center was to have in place a small core group that could reach out across business units, inspiring local champions to become actively involved in learning and applying creative thinking tools to achieve successful innovations. A resource center was established as a focal point for e-mail communication about internal and external workshops and seminars. A vital function of the center was to organize a network of people to facilitate problem-solving workshops. The center also administered a creativity network that met regularly to exchange learning and participate in seminars with invited speakers.

In 2000 he was the first recipient of the ACA Champion of Creativity Award. It was announced at the presentation of his award that it would be named the David Tanner Champion of Creativity Award in his honor.

David Tanner
founded the DuPont Center for Creativity and Innovation and is a past president of the American Creativity Association. He can be reached at Daveet@aol.com

Get a Life—Again!...continued from page 4

and address community needs. Notice new possibilities, opportunities and urgencies. Everyone is Green some and Red some. How might we promote more of the good (Green) stuff and diminish more of the other (Red)?

Take action. Take care of yourself so you can better take care of others. Make a list of:

- ✓ 7 things you want to read. Read them.
- ✓ 6 people you want to meet. Meet them.
- ✓ 5 interesting places you’ve never seen. See them.
- ✓ 4 positive experiences you’ve never had. Have them.
- ✓ 3 favorite childhood activities you still like. Do them.
- ✓ 2 people you want to know better. Reach them.
- ✓ 1 new quality you’d like in your life. Grow it.

So you may not do it all. So you may only do one. Do one. It’s worth a salute. You chose a constructive act and did it. ACTION—Green Light ACTION—one of the best ways out of the dumps and into the mounds—of joy.

What we see affects what we get. So what do we look at? Is it the upbeat or the downer? The disaster or the good deed? The failure or the breakthrough? The terrible stuff we won’t affect or the need we can address? Red or Green? It’s our choice. It’s always been our choice. What color life shall we choose? Every day presents another chance to get a life—again. Take a deep breath, go out into the world and Green it up.

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Marilyn Schoeman Dow is a creative strategist, international speaker and ACA past-president. Creator of BOFF-O![®] (*Brain On Fast Forward*) problem solving card deck/game, her new book, *Green Light[®]: Your Key to Success in Every Situation*, will be available in 2002. You can contact Marilyn at 206.200.7212 or <http://www.gogreenlight.20m.com/tempsph.html>.

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Telling *Stories* to **EMPOWER** Others

by Carol McCormick

... you initiate lively communication and disturb fixed ideas based on habitual thinking patterns. You engage your listener in an experience where they use their imagination and intuitive intelligence.

This column by **Carol McCormick**, a professional storyteller, public speaker and trainer in suburban Minneapolis, is a communication vehicle for the **Communications and the Arts Society**. Carol serves as chair for this society. She can be contacted by phone: 763.546.4133 or e-mail: mccobuch@att.net.

My junior year of high school I had a chemistry class right after lunch. Though I sat in the front row, I would regularly fall asleep. I was turned off by the droning monotone voice of my teacher exhorting us to memorize the periodic table and chemical equations. My notebook was filled with illegible scrawls because I so often drifted off.

My high school senior year physics class was a different experience. Here I never fell asleep and I easily remembered the equations. My teacher cracked a lot of jokes, told stories, and had us doing experiments related to party tricks.

Later when I was the science teacher, I discovered that my students remembered and applied scientific theories best when they discovered them for themselves. Memorizing theories and then parroting them back to me verbatim was boring for them and me and resulted in less retention. I would set up an experiment for them to do from which they were to develop a hypothesis. Then they would test this hypothesis by setting up their own experiments. From these experiences they would propose a theory. This active discovery learning approach kept my students engaged and enthusiastic. It built their confidence to risk going out on a limb or appearing foolish to others.

But then our school faced a drastic budget cut and I lost the money that had been available for experiment supplies. I tried asking my students to create their own hypotheses from audio-visual portrayals of experiments. The results were disappointing compared to what they'd learned before. How could I stimulate discovery learning without them using physical supplies? Was there a way my students could have personal "hands-on" experiences inside their heads using just their imaginations? This funds cut became

the catalyst for me to try telling stories and showed me the power of storytelling for discovery learning.

I also experienced another advantage of storytelling in my personal life. Some bright creative people were always telling me what I should do. They said their heavy-handed direction was because they cared about me. But I felt less capable of thinking for myself because of their belief that I needed their help to succeed.

Storytelling became my way of teaching through discovery learning. Telling a story provides a map of how someone else navigates a dilemma. It stimulates the slower alpha brain waves, invites the listener to engage the senses, opens the doorway to the subconscious, and lets the listener interpret the meaning according to individual values and experiences. Because it is oral rather than written, the listener is free to remember his or her own version of the tale's truth. Story is the smallest unit of meaning because it integrates right- and left-brain thinking, involving emotion as well as logic. So the listener WILL remember the story and recall it in time of need.

What story would you tell to stimulate a person's creative thinking? The one that pops into your head when you repeat the person's question. Ideally, you know lots of stories. But even with a repertoire of a few short provocative tales, you can stimulate your listener's creative imagination and start them searching for relationships. (In what way does this story give me a clue to the answer to my problem?) Short stories of 20 seconds to 4 minutes work best in work situations because longer tales can be perceived as distracting entertainment. Here's such a story:

Monkey Mind —————

A young boy went into the bush to hunt with his bow and arrow. He saw a monkey on the branch of a tree and aimed his arrow. The monkey spoke to him, "Stop. You must think before you shoot me. If you kill me, your mother will die and if you do not kill me, your father will die."

Folktale from Sierra Leone as remembered by a boy who heard it at age 7 and is the adopted son of American storyteller Laura Simms.

Stories such as "Monkey Mind" stick with us. They pop up in our lives again and again because they make us say "Ah ha!" at one of life's twists and bends.

Like a proverb, a story gains meaning in context.

A person asks you what you think they should do in a challenging situation. Rather than spoon-feeding a simple answer, you tell them this disturbing tale as a catalyst. By telling this story you initiate lively communication and disturb fixed ideas based on habitual thinking patterns. You engage your listener in an experience where they use their imagination and intuitive intelligence.

In order to tell this tale, you must be the instigator of conversation with no definite solution. The story as heard is a potent awakener of communication (self to self) that has more ramifications than either the word text or a single meaning. A creative and feeling potential is awakened in the listener that opens the heart, makes the mind flexible and curious. This disturbance stirs up the complacent and the static, and sets in motion the inner potential of one's inherent awareness. The trick is to tell the story with enough presence and detachment, so that the listener becomes all the characters and possibilities. Let them be the monkey, too.

So when someone comes to you seeking help or advice why not respond, "That reminds me of a story..." and give them the gift of discovering the answer for themselves.

The “I” words for *Training Success*

by Joyce E. Juntune

Involvement • Improvement • Intuition

One of the techniques from Creative Problem Solving facilitation that I have used regularly is the “I” check.* This technique asks the participant to reflect when choosing a situation for applied creative thinking to determine if the situation is worth the effort and energy needed to bring about change. The three “I” words for this reflection are:

- Influence**
 - Do I have any influence over this situation?
 - Do I have the power or authority to make any changes in this situation?
 - Do I have some influence on the people who make decisions concerning this situation?
- Interest**
 - Do I have an interest in working on this situation?
 - Am I interested in spending time and energy to change this?
- Imagination**
 - Am I willing to use my imagination to look at this differently?
 - Do I want new ideas for this situation?

These are three excellent areas of reflection for participants in a training session on applied creative thinking.

I would like to add an “I” check for the presenter of training.

- Involvement**
 - Are the participants actively involved in the learning?
 - Do the participants see a connection between the activities and their work situation?
- Improvement**
 - Do the participants see the information presented in the session as merely bringing about a change OR do they see this information resulting in actual improvements?
 - Do the participants see a connection between the activities and their work situation?
- Intuition**
 - Are the participants able to trust their intuition OR do they suffer from “analysis paralysis” (They continually need just one more piece of information before they take action—).
 - Do the participants respect the intuitive ideas of others in the group?

“I” checks for presenters and participants will ensure a more successful training session.

* Isaksen, S. G. & Treffinger, D. J. (1985). *Creative Problem Solving: The Basic Course*. Buffalo, NY: Bearly Limited.

Joyce E. Juntune is Assistant Professor in Educational Psychology at Texas A&M University and former Executive Director of ACA. Joyce can be contacted by phone: 979.776.9347 or e-mail: j-juntune@tamu.edu.

NEW ACA chapter

The Twin Cities **Meeting of Minds Chapter** of ACA is most pleased to have become a part of a national organization with a FOCUS on creativity. We began meeting informally a few years ago when I retired from the faculty of St. Thomas University in the Twin Cities, and a number of ex-students and scholars of creativity decided to continue to meet for the purpose of exchanging ideas and enhancing their knowledge of the Creative Studies fields. We have been meeting regularly with members representing a diverse cross-section of perspectives and creativity applications.

We meet every fourth Saturday morning in the Hospitality Hall of a local church for presentations and discussion. Of the thirty or so attendees at the meetings, ten have become members of ACA and represent the core leadership. We are in the process of organizing special professional interest groups. Two of our ACA members—Rogbin Eggum and Berenice Bleedorn—are members of Minnesota Lieutenant Governor Mae Schunk's Education Advisory group, so interest in educational issues is becoming a major focus. Now that the Meeting of Minds has a national identity as a chapter of ACA, we are planning to create a descriptive brochure as a first step to the development of a newsletter. We appreciate the affiliation and look forward to making a contribution to the mission of the American Creativity Association.

Submitted by *Harvey Mathason*, Rohm and Haas Company, 215.641.7914, hmathason@aol.com

Chryseology

We all know those “ology” words. They all pertain to the “study of” something.

For example:

- Speleology the scientific study of caves
 - Ichthyology a branch of zoology that deals with fish
 - Reology a science dealing with the deformation and flow of matter
 - Ideology a systematic body of concepts about life or culture
 - Phrenology the study of the conformation of the skull to determine character
- See, they even have an “ology” for a pseudoscience.

But what is the word for the study of creativity? After researching and asking people well-versed in the study of creativity and finding no such word, I decided to coin my own—

Chryseology

*the study of creativity;
the study of how an idea
developed or what traits,
techniques, or conditions
lead to future ideas.*

Chryseology is derived from “chrysalis”—the gold-colored pupa of a butterfly within a cocoon. What a choice word to describe the study of creativity!

ACA mission

... dedicated to expanding the application of creative thinking in society ... promote the development of personal and professional creativity for people of all disciplines

ACA is a nonprofit, membership driven association, incorporated in 1989, with members throughout the U.S. and in more than 20 countries. Membership benefits include subscription to the **FOCUS**, discounts on annual conventions and conferences, and an opportunity to be part of an international creativity network.

ACA application

Membership (Check One)

- Individual \$ 75
 - Two Year Membership 125
 - Three Year Membership 170
- Student (full-time) 40
- Business & Institutional 125
- Business & Institutional 300
 - 5 member pkg—5 copies of **FOCUS** and other mailings and 5 ACA discounts at conferences. Includes a listing on ACA web page with link to your site.
- Business & Institutional 750
 - 12 member pkg—12 copies of **FOCUS** and other mailings and 12 ACA discounts at conferences. Includes a listing on ACA web page with link to your site.

Add 10% for Canada/Mexico,
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- Business and Industry
- Communications and the Arts
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igniters

feature board members

April 11 • Thursday
From "Fluff Stuff" to the Heart of Education: Creativity and the Classroom
 by Joyce E. Juntune
 The Teacher's Teacher



Over the years creativity and education have had an ongoing love-hate relationship. We "say" we want creativity in our schools, yet everything about our present school situation speaks volumes about our inability to embrace creativity. There are, however, bright spots as extraordinary teachers and administrators who understand the importance of creativity have built secure islands where teachers and students flourish.



April 12 • Friday
Intrapreneuring: From Creative Ideas to Profitable Realities
 by Gifford Pinchot
 Author of Intrapreneuring

This presentation will give you new tools and techniques for getting creative ideas implemented. Topics include:

- selling your idea
- how to manage the corporate immune system
- getting a sponsor
- recruiting a team
- bringing out your intrapreneurial spirit
- creating an intrapreneurial environment



April 12 • Friday
Jump Start Your Business Brain
 by Doug Hall
 Inventor & Author

You'll learn how to:

- triple the effectiveness of your marketing efforts
- double your success at "closing the sale"
- design your business for power profits
- fuel your ability to think smarter & more creatively
- multiply your brain's ability to craft successful ideas
- overcome fear, build courage and take action

All registrants will receive an electronic copy of his best-selling book: *Jump Start Your Business Brain*.

opening events

Dance, Dance, Dance
 Philadelphia Museum of Art
 April 10 • Wednesday • 5:00-8:45pm

As a conference participant you are invited to experience a special Philadelphia event at the world renown museum. **FREE** to participants with full conference registration. A world of art, music, dance, film and fun awaits you. Built around the central theme of dance, the evening's festivities are bound to entertain and educate. Besides the chance to eat, socialize and celebrate dance, you have the opportunity to pick up your registration packets at the museum.

Opening Conference Ceremonies featuring
Quiet Riot Theatre Team
 Holiday Inn Independence Mall
 April 11 • Thursday • 8:30-10:00am

Bill Mettler and David Mettler employ their own creative style to communicate the messages of empowerment, creativity and leadership. Through the use of storytelling, comedy, music, and sound effects the two brothers will help you discover your own temperament, as well as how to effectively work with others.



Awards Ceremony

April 11 • Thursday
 Presentation of awards:
 Lifetime Creative Achievement
 David Tanner Champion of Creativity
 Special Service

Panels

April 12 • Friday
 Leadership for Creativity and Innovation:
 A Multi-Level Perspective
 Creativity and Education: Do They Fit?

April 13 • Saturday
 An International Look at Creativity
 Creativity + Technology = WOW!

Special Evening Events
 Thursday • Creativity and the Tango
 Friday • A Night of the Arts