

Practicing Playful Creation

A workshop to build creative skills through playful interaction.



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PRACTICING
PLAYFUL
CREATION



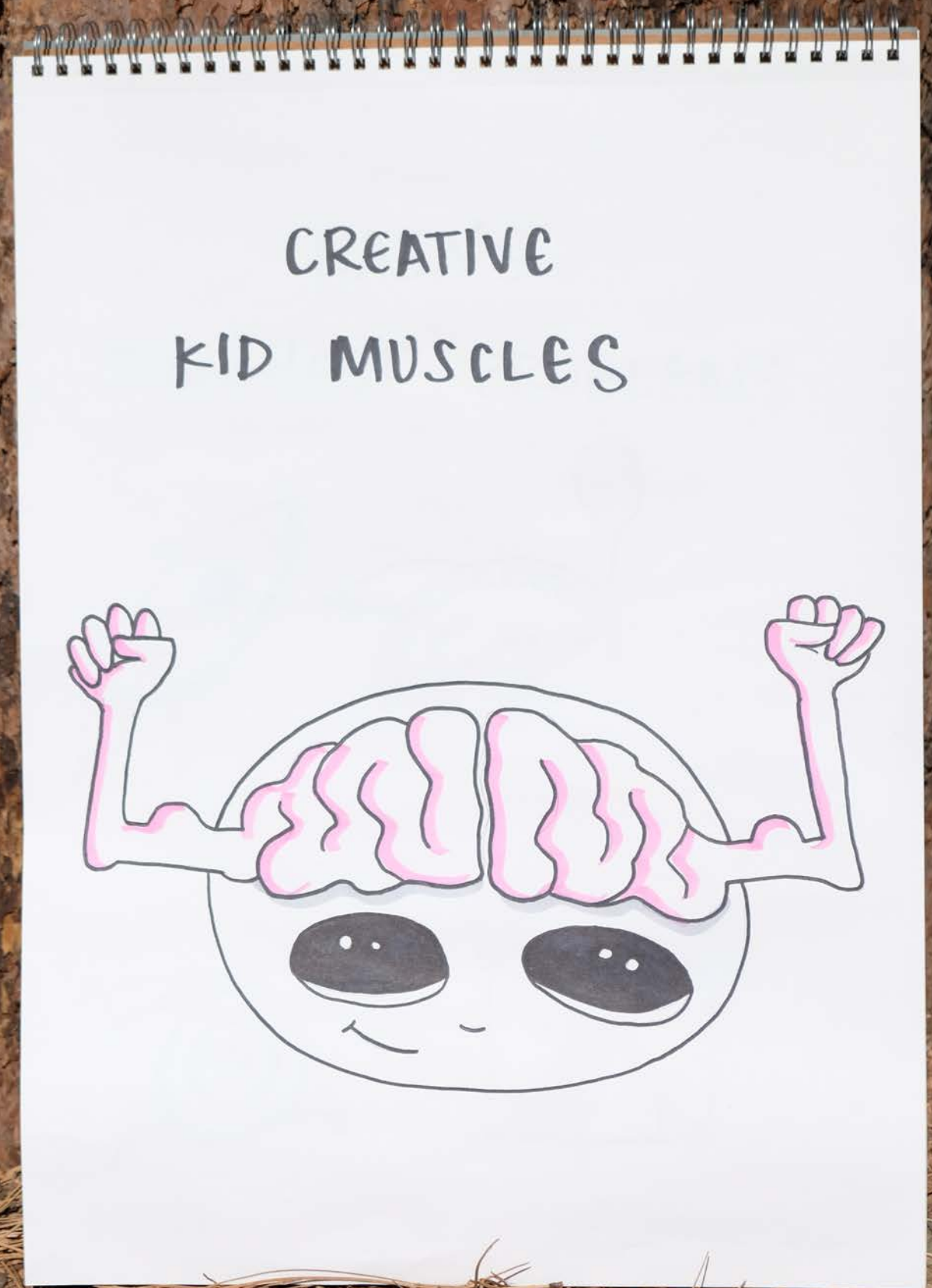
ADRIENNE



SPENCER

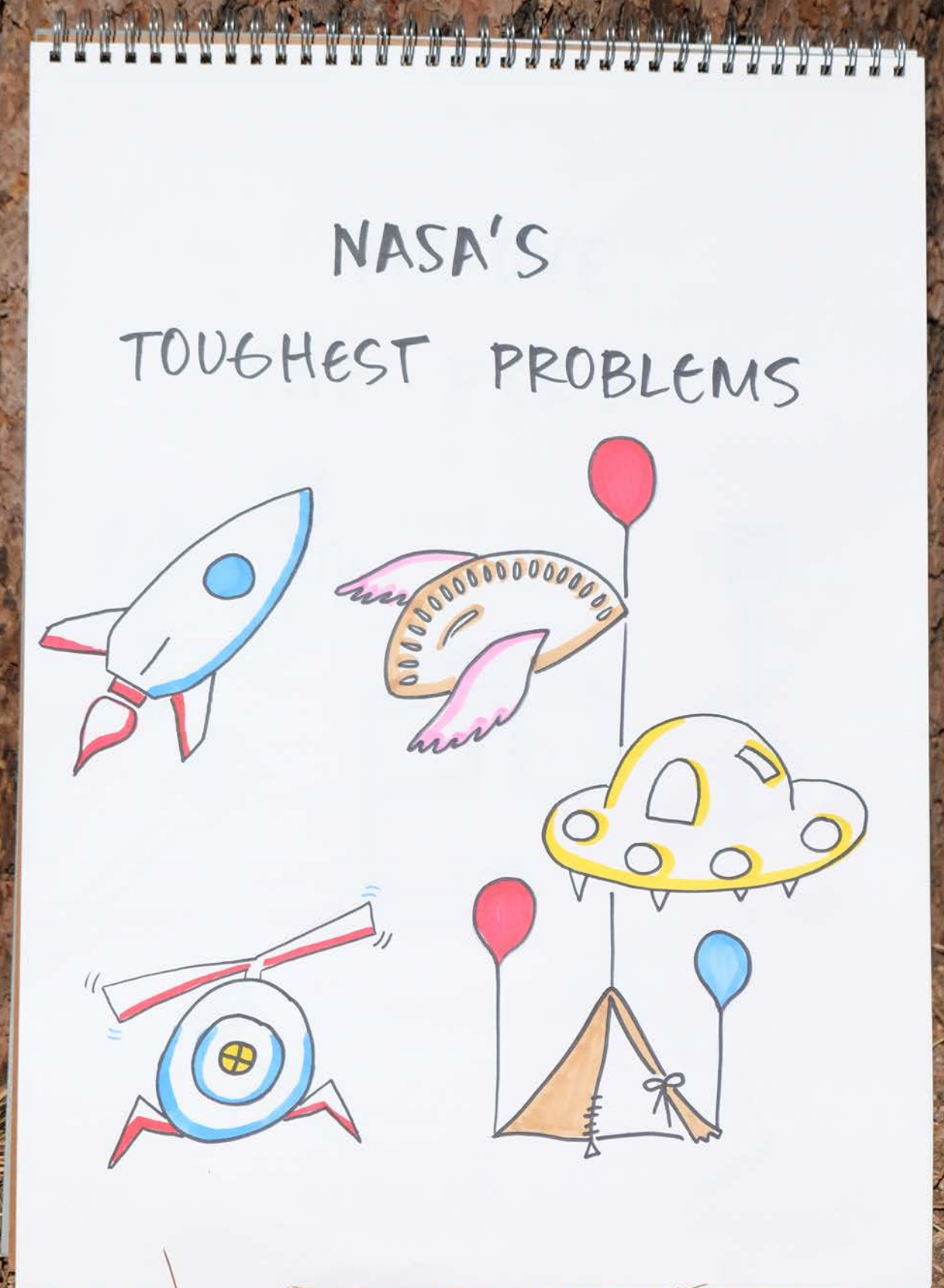
This is all about strengthening our creative kid muscles

We were all creative kids but as we get older things tend to get in the way of playfulness.



**In 1976 NASA
asked George
Land to come
up with a test
for creativity...**

NASA wanted to know which scientists to assign to their toughest problems.



**So they
developed a test
to see how
many ways a
person could
solve one
problem**

The test was successful and predictive of creativity.



But where does creativity come from?

Are you born creative?
Can it be generated in a lab?
Does it grow in the ground?

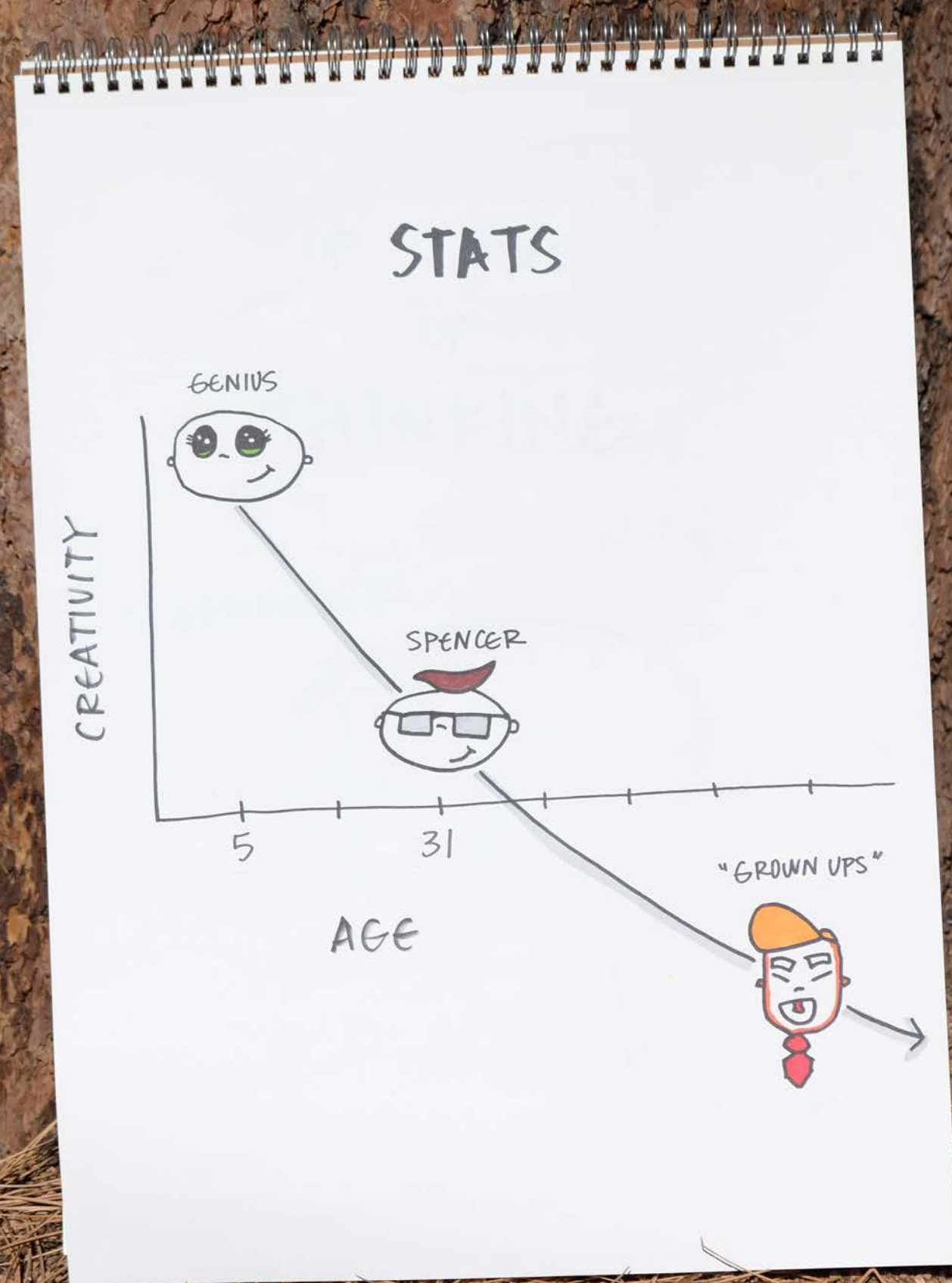
WHERE DOES
CREATIVITY
COME FROM?



Land found that creativity often decreases with age

The team ran tests across age groups and found a strong correlation between age and creativity.

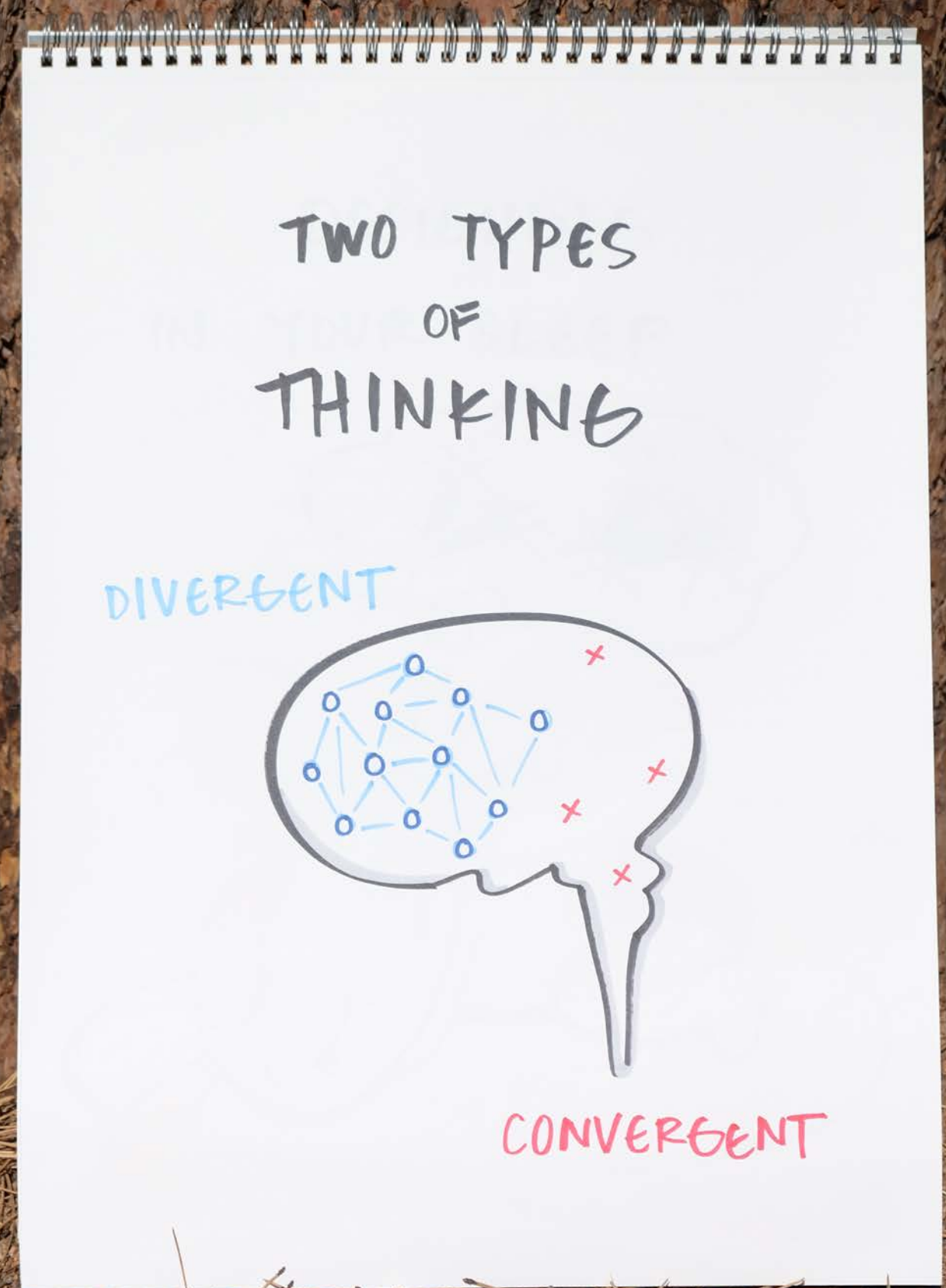
While a majority of 5 year-olds score at genius levels of creativity, only a small percentage of grown ups could do the same.



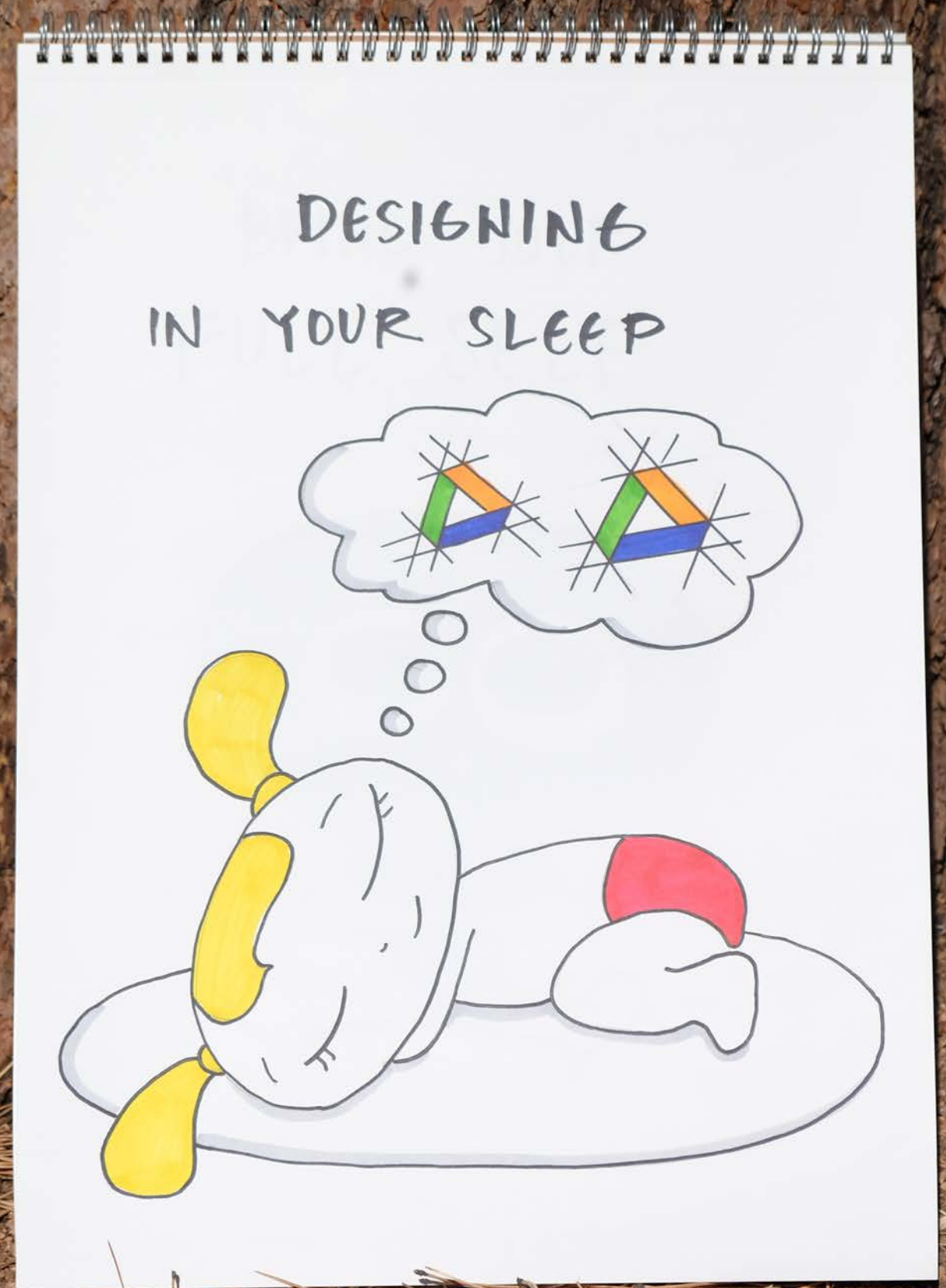
Creativity is associated with divergent thinking

What Land found is that there are two types of thinking: divergent and convergent.

Divergent thinking is imagination. Convergent thinking is judgement. But many of us judge our ideas while we're imagining them.



**However,
we practice
divergent
thinking
without
judgment when
we're dreaming**



**But how can
we feel safe
bringing our
playful
imagination
to work?**

Expressing yourself without fear of judgment or failure takes psychological safety.

BRING YOUR
FULL SELF



It's the benchmark of effective teams

Google's Project Aristotle sought to find out what factors make an effective team. The research showed across all organizations and teams that psychological safety was the most important factor for determining a team's effectiveness.

PROJECT
ARISTOTLE®



So, let's explore some wild ideas together!

We do a lot of design sprints, but here we'll go deep exploring "nonsensical" ideas that often get passed up early on. This is not a sprint but could work as part of one.




Let's break the ice first

Sharing a personal memory can help build psychological safety with the group.

SAY YOUR
NAME
AND A
QUICK
MEMORABLE
CAMPING / NATURE
EXPERIENCE

Warm up: What's this!?

We're going to pass an object around and you tell us what it actually is. Remove your preconceived ideas and think like a 7 year old.



WHAT'S
THIS?

Main event: create a camping experience

We'll hand out constraints: either a location, an audience, or a natural occurrence. Start by exploring your constraint, individually. What does it mean? What do you associate it with? What are some hidden constraints?

CAMPING EXPERIENCE

GROUPS OF 3's

- ① EXPLORE YOUR
INDIVIDUAL
CONSTRAINT

Now get together as a group

Bring all 3 of your constraints together into a single “experience”. Anything goes! We have seen all kinds of experiences including products, commercials, skits, storyboards, ads...

Repeat this 3 times with the goal of 3 different directions.

② CREATE THE EXPERIENCE

→ YES, AND...

→ NO WRONG ANSWERS

→ THINK LIKE A 5-YEAR-OLD

Share your favorite!

As a team, share your favorite idea with the room.

How did it feel going through this?

Did it get easier each round?

How could you use this on your team?

③ SHARE!

Bravo! Ship it.

We built some psychological safety, warmed up our divergent muscles, and created playfully with a group of people.

PRACTICING PLAYFUL CREATION

- ① BUILD SOME PSYCH-SAFETY
- ② WARM-UP GAMES
- ③ THE MAIN EVENT