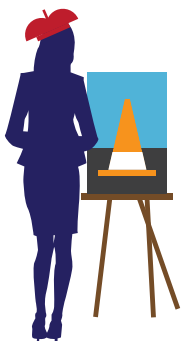


Harness Your Brilliance

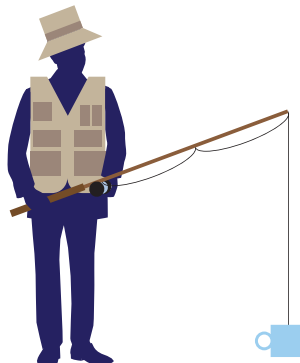
Todd Henry, idea monger and author of the recently published book *The Accidental Creative: How to Be Brilliant at a Moment's Notice*, shares his strategies for maximizing imaginative processes.



GAIN FOCUS “A lot of times we feel stress and anxiety about our creative work because we haven’t fully defined the problems we’re trying to solve,” says Henry. “Zero in on the most critical aspects of a project, especially the undefined parts. Succinctly defined problem statements will help you identify useful data and pinpoint what you’re trying to achieve.”



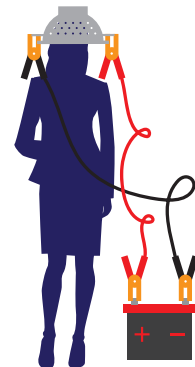
SEEK INSPIRATION
“You are what you eat” applies to your brain, too. The information you consume affects the creative ideas you have. Be selective about the stimuli you allow into your life, making it a point to expose yourself to things that cause you to stretch your comprehension and think in new ways.”



PLAN FOR POWER HOURS
“Oftentimes, we avoid doing things that could make us more effective in the long run—like taking an hour to generate ideas—because we’re obsessed with being efficient. Let go of the stranglehold you have on your time and ask yourself, ‘What are the most effective things I can be doing?’ It may be uncomfortable at first, but by doing this you will create tremendous value for yourself, your clients, and your company.”



MAKE NEW FRIENDS
“Be purposeful about bringing relationships into your life that keep you stimulated and expose you to new ideas. Building those relationships will open your eyes to new possibilities and help you identify bad habits that prevent you from doing your best work.”



STAY ENERGIZED
“As creative people, we tend to have way more ideas than we can possibly execute, and we feel the need to cram every single one of those ideas into a three- or four-week period. Take a holistic approach to managing your energy. It’s important to regularly prune your work life *and* personal life, removing things that aren’t necessary.”