Being creative is a state of mind. Techniques may help – though some, like brainstorming, can, surprisingly, do more harm than good. And the climate at work and play matters too. But essentially, creativity is an attitude. We either meet life’s challenges with a spirit of adventure – or we keep trying to make it fit old habits that don’t work any more.

Creativity is not about what you do for a living, or how you dress. Accountants and receptionists need creativity as much as designers and song-writers. Creativity is not just for budding Mozart’s and Einstein’s. In uncertain times, we all need to be able to come up with fresh ideas, to sort out the good ones, and make them work. You don’t want to move to Scotland, but I don’t want to carry on in this dead-end job… Dad is getting frail, but the house isn’t big enough to have him… We are afraid to let Sophie go to France, but she says that is ‘so not fair!’… Creativity is about discovering other possibilities that we have not dreamed of yet.

Be Creative is about how to grow the kinds of minds that think new things. It explains clearly and simply what it takes to be creative, and how to gently cultivate the habits of thinking and seeing creatively:

- How to turn an apparent impasse into a fruitful question
- How to see the little detail, or the hidden pattern, that makes all the difference
- How to fish up the buried knowledge and experience you already possess
- How to make your intuition work for you
- How to relate to others in a way that enhances both your creativities
- How to arrange your life so that it supports your creativity