

A Look At Transformational Creativity

Techniques For
Today's Entrepreneurs



Discussing the logistics of “Transformational Creativity” may sound like a huge undertaking. Countless articles, YouTube videos and mass media communication focus on how to unleash the inner creativity within you. Transformational creativity produces big ideas which, in turn, offer an explosion of new business opportunities.

On the other hand, the same amount of resources show how society has lost the ability to think creatively and break away from boundaries. If this may be true, regaining control is the first step to groundbreaking results. Tapping into your inner self releases innovative thinking that sparks the thought process, therefore, producing a cleverly devised business plan, report, lecture or unique presentation.

Some of the best ideas begin by simply jotting down anything that comes to mind. The ability to create something from scratch is an art form that arrives unexpectedly resulting in cutting-edge results providing entrepreneurs with a competitive edge. What is propelling this transformational creativity today?

Generating Creativity Techniques For Entrepreneurs

Last year, I came across an interesting book (*The Back Of The Napkin* by Dan Roam) that sums up transformational creativity in the business context. In this reading, Roam teaches that solving problems and selling ideas with pictures introduces visual thinking.

VISUAL THINKING -This concept is about how people look. “When we talk about visual thinking, we’re talking about active looking.” In his book, Dan further proves, “using pictures to share ideas actually works.”

TEAM WORK - Gather a group of work colleagues that will jump on board using these techniques to set new standards for businesses today. After the brainstorming, doodling or drawing is done — wean out the least significant results by selecting divergent viewpoints, thereby maximizing potential transformational creativity.

PROBLEM SOLVING - We all know that thinking about possible solutions requires a spontaneous group discussion or using preexisting ideas to generate new ones to go beyond existing boundaries to achieve the desired results. Roam states, “It doesn’t matter the nature of the problem we face – If we can imagine it, we can draw it.” It’s that simple, figuring out what to do next becomes a visualization which emerges with a single thought process.

END RESULTS - Bringing forth revolutionary thoughts compounded with mapping, new organizational structure and the creative thinking process develops a new approach for successful business strategies – see link for a delightful journey involving creative alternatives for tomorrow by CEO of The Napkin Academy, Dan Roam in [10 Vital Presentation Tips](#) and [Back of The Napkin Workshop](#) slideshare presentation: [Solving Problems with Pictures](#).

The Napkin Academy is an online program that instructs individuals how to think visually and overcome obstacles with pictures. In essence both presentations by Roam illustrate that the implementation of creative techniques through expansion of visual thinking is remarkable and proven to be quite effective.

By Mildred Velazquez