



Creative Nudge 2: Go off piste with a Creative Safari

Take a little time out from your day-to-day for a deliberate dilly dally. It's problem-solving and learning by walking in alone or a group, talking, observing, getting lost and wandering/wondering. Allow your unconscious mind time to problem-solve.



"You can find inspiration in everything. If you can't, then you're not looking properly."

Paul Smith

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First you need to get clear on the challenge you are planning to work on.

Ask a question: How might we achieve x,yz,

In what ways might I...

How to.....

ENQUIRE – So now repeat your question a few times to yourself in your head. Be open to 'not knowing' the answer. You'll want something to take notes with. You're on a mission to find stimulus to give you ideas to solve your challenge. Decide where to go - you can head out in pairs or alone (be safe) - a park, a high street, a gallery, a church, a market. Or all of the above. Take 30-60 mins - make like a sponge in whatever environment you are in. Since we're on a trip I invite you to switch your phone onto flight mode/ silent and not to check your emails.

OBSERVE - Allow yourself to drift, consume, observe with no pressure. You can pick up random stimuli, postcards, a leaf, a flyer to act as stimulus later. Take photographs of things that draw your attention, interest you or that you think have a connection to your challenge in some way.

Can you find any examples on your safari that relate somehow to your challenge? Can you use anything you find as a metaphor?

CONNECT - Come back to the office or space you're working in. Buddy up with someone and share images, anything you magpied, any connections you made, any penny-drop moments. Reflect and build on each other's observations. Capture your thinking visually or in notes.

The 5 minute Now Go Create Podcast that supports this nudge is episode 28. Listen wherever you get your pods.