

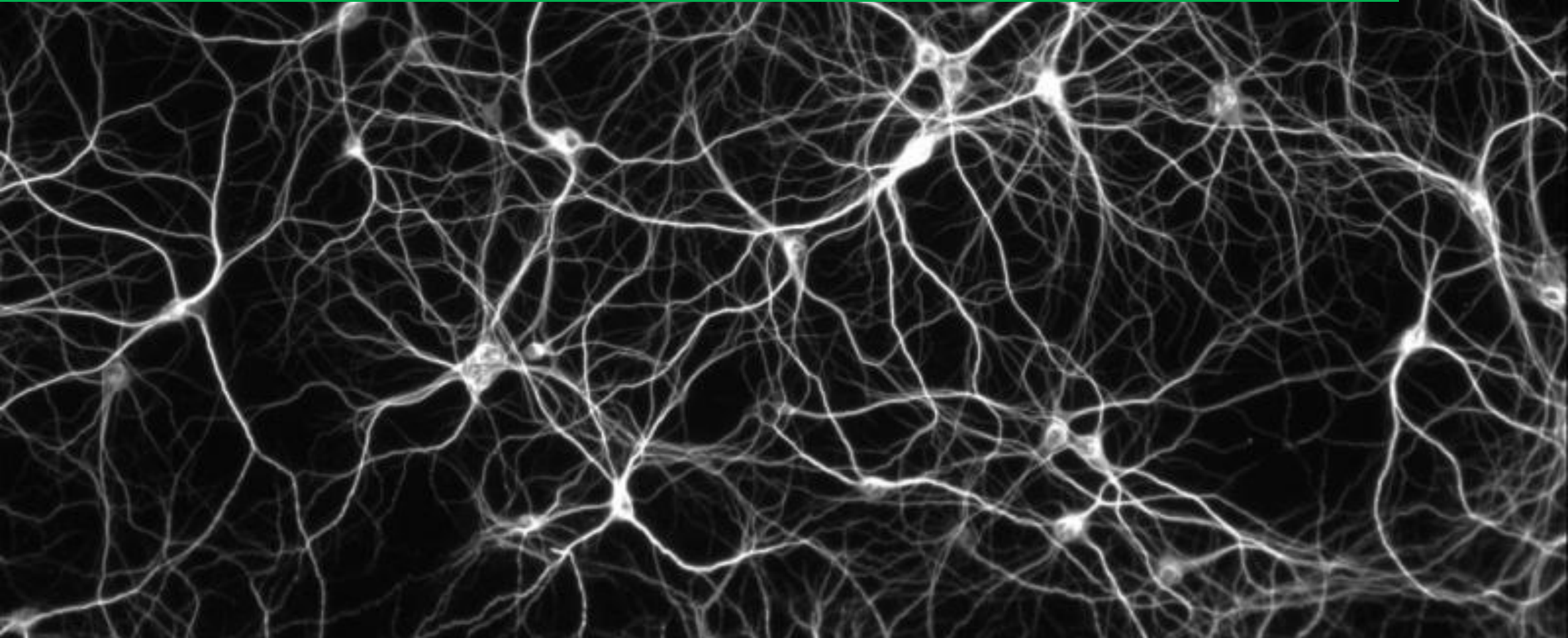
# creativity in research *or* how to have ideas about ideas

Ally Castle  
2 March 2015

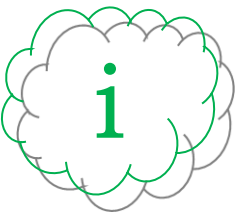
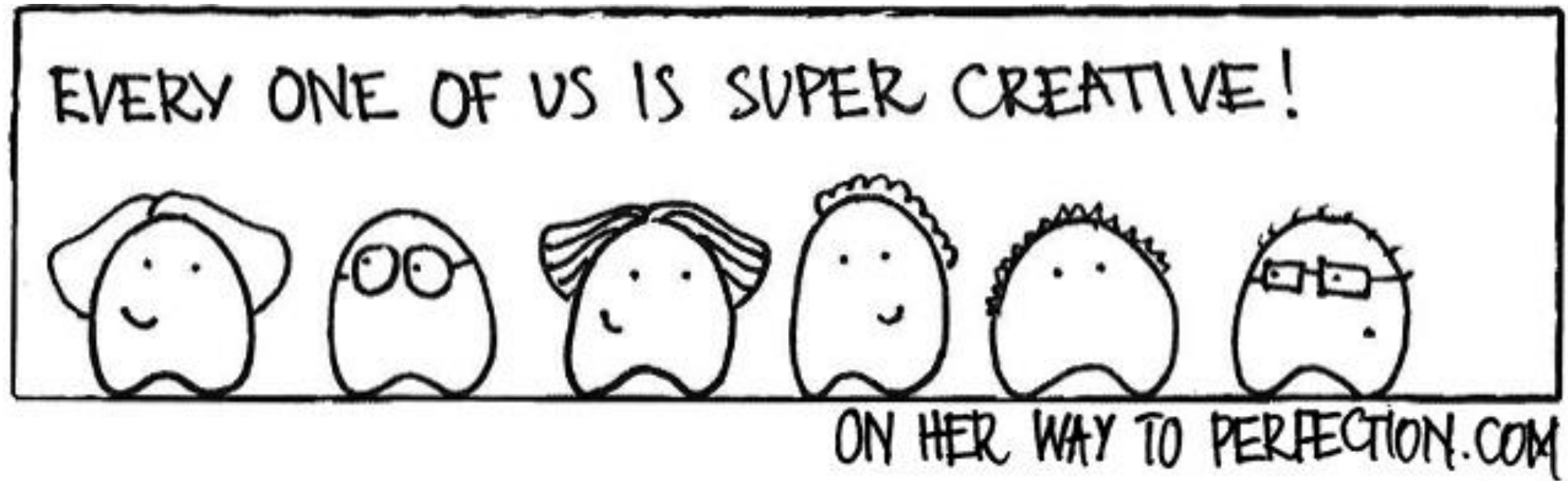
ideally consulting ltd  
strategy for creativity



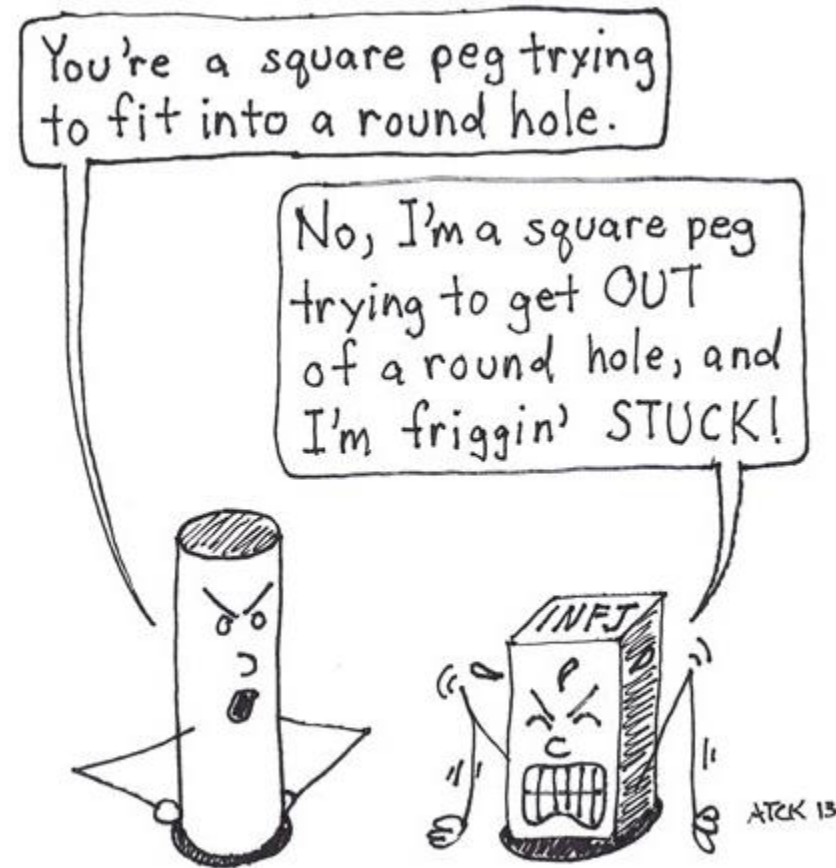
What happens in your brain when you have an idea?



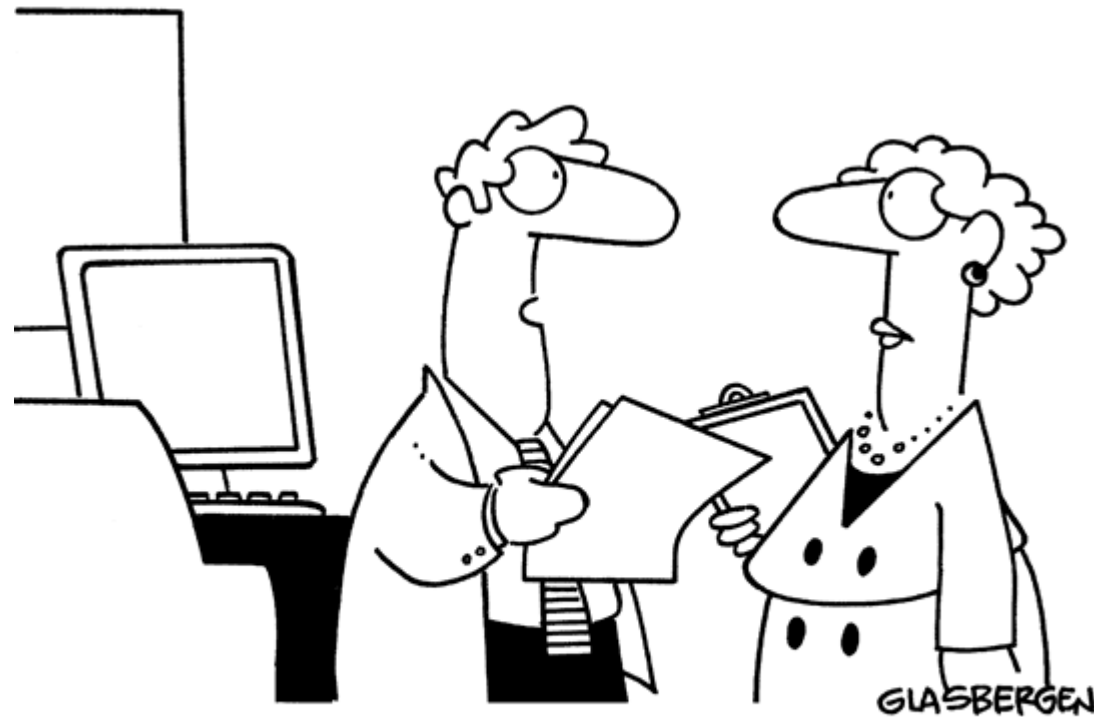
# 1. Creative practice makes perfect



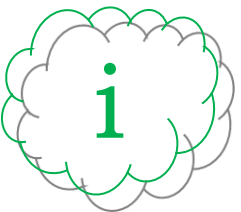
## 2. There *is* such a thing as a wrong idea



### 3. Creativity isn't always radical innovation

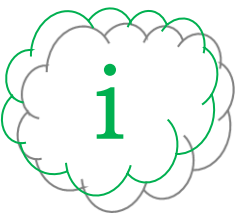
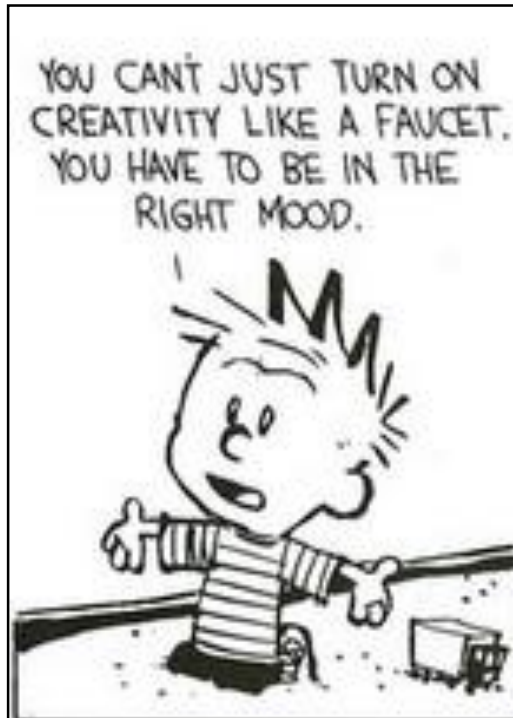


**“My team has created a very innovative solution,  
but we’re still looking for a problem to go with it.”**





## 4. Creativity can't be forced



# Creativity is intrinsic to research

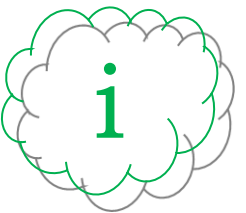


“ There are unknown unknowns. There are the things we do not know we don't know. ”



# Opportunities to be creative in research

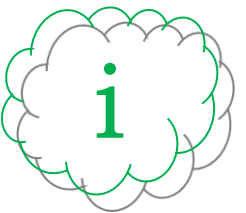
1. How you frame the challenge





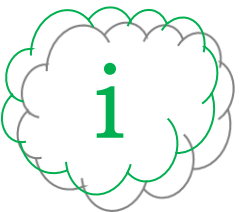
# Opportunities to be creative in research

1. How you frame the challenge
2. Who you engage with



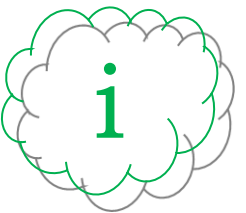
# Opportunities to be creative in research

1. How you frame the challenge
2. Who you engage with
3. The methods you use



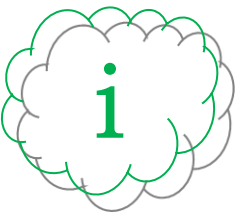
# Opportunities to be creative in research

1. How you frame the challenge
2. Who you engage with
3. The methods you use
4. How you find the story



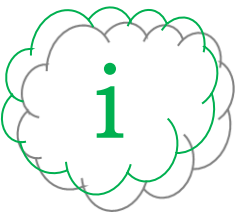
# Opportunities to be creative in research

1. How you frame the challenge
2. Who you engage with
3. The methods you use
4. How you find the story
5. How you shape the story



# Opportunities to be creative in research

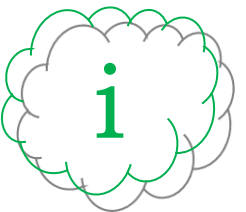
1. How you frame the challenge
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3. The methods you use
4. How you find the story
5. How you shape the story
6. How you tell the story





# Opportunities to be creative in research

1. How you frame the challenge
2. Who you engage with
3. The methods you use
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# Some final thoughts

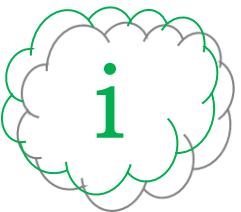
Have something  
to deviate from

Make it topical

Know your  
audience

Keep it simple

Keep it  
entertaining



# Thank you

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ideally consulting ltd  
*strategy for creativity*

