

Contents

<i>Preface</i>	<i>ix</i>
<i>Introduction</i>	<i>1</i>
1 The Case for Creativity	7
2 Disciplined Dreaming: Your System for Creativity	19
<hr/> STEP ONE Ask <hr/>	
3 Defining the Creativity Challenge	41
4 Driving Curiosity and Awareness	59
<hr/> STEP TWO Prepare <hr/>	
5 Gaining the Keys to a Creative Mind and Culture	81
6 Preparing Your Environment to Promote Creative Passion	109
<hr/> STEP THREE Discover <hr/>	
7 Discovering the Ways of Creativity	125

**STEP FOUR Ignite**

- | | | |
|---|---|-----|
| 8 | Generating Creative Sparks | 143 |
| 9 | Igniting the Sparks of Creativity: The Eight Most Powerful Techniques | 163 |

STEP FIVE Launch

- | | | |
|----|--|------------|
| 10 | Bringing Your Ideas to Life: The Launch | 185 |
| | Epilogue: The Power of One | 205 |
| | <i>Appendix A: The Top Six Creativity Myths (and Truths)</i> | 207 |
| | <i>Appendix B: Additional Warm-Up Exercises to Jump-Start Creativity</i> | 211 |
| | <i>Notes</i> | 213 |
| | <i>Acknowledgments</i> | 219 |
| | <i>About the Author</i> | 221 |
| | <i>Index</i> | 223 |

