

# YOU'RE CREATIVE

*Let Your Creativity  
Bloom*

The word "Bloom" is written in a cursive font, with the "l" and "o" connected. The "o" is replaced by two red flowers with yellow centers and green leaves. The "m" is written in a cursive font.

*Yew Kam Keong*

This book is based on the premise that we are all born creative. What is required is to provide the right conditions for our creativity to bloom. This is exactly what this book offers.

The first chapter, **Bloom 1** prepares our mind to accept that we are all creative and capable of making breakthroughs. We learn to accept that experts could be wrong and non-experts can come out with ideas that could change the world! As Albert Einstein, who is universally acknowledged as the icon of creativity says, "*The most beautiful experience we can have is the mysterious.*" There is an element of mystery in creativity as we often do not know where our creativity will lead us. Through this book you will experience the immense joy of creativity.

The second chapter, **Bloom 2** explores what creativity is all about. You'll notice that from this chapter onwards, there is a standard structure. This and subsequent chapters start off with two quotations. These quotations from experts set the tone for the chapter. This is followed by a brief and simple theory which is well illustrated by stories of creativity. These stories bring the theory down to earth by relating it to practical application in solving problems. The cartoon adds to the ease of mental digestion as well as to enhance your enjoyment. The **Mindxercise** at the end of each chapter gives you an opportunity to apply what you have learnt. A unique feature of the Mindxercise is that it relates mainly to real life situations.

**Bloom 3** takes you through the fundamental *Five Steps To Creativity*. Each step of the process is a delightful journey of discovery. Though each of the steps is important, special emphasis is given to *incubation* and *development* as they are often the most neglected aspects of creativity in many books. The *Development* step in particular demonstrates that

translating our ideas into practical application is the most difficult part of the creativity process.

The next three chapters, **Blooms 4, 5 & 6** take you through the three fundamental techniques of creativity. These three techniques are all that you need to know as all other creativity techniques are basically adaptations or derivatives of these three techniques. These three techniques together with the five steps to creativity cover all the essentials of creativity. Once you have mastered these two items you could adapt, modify or even challenge them in any way you want. After all, creativity is about not accepting any current knowledge as the final frontier.

In **Bloom 7**, I share with you methods of bringing up creative children. These methods have been used by my wife and I as well as by other parents through exchanges during a seminar organised by the National Association of Gifted Children. It is hoped that these methods provide the impetus for you to explore and develop your own methods. Perhaps you would like to share them with us.

**Bloom 8** is about nurturing your own creativity based on my own personal experiences and those of my friends. As in Bloom 7, they are easy to practise and do not incur great effort or substantial changes to our lifestyle. Changes are to be made in small incremental steps so that they gradually assimilate and become part of our daily habits.

The summing up and conclusion is in **Bloom 9** which I have given the title as *Further Bloom*.

There are also references for you to do further reading. Finally, there is a feedback form which you could submit to us with your comments or your own stories of creativity which will be acknowledged if they are used in future editions of this book or in other books.