

# *Using Your Creative Intelligence to Boost Your Memory*

*by Chance Massaro, M.A. & Steve Wallis, M.A.*

Chance and I were talking about potential business ventures one day at his funky house in Sebastopol. When Chance mentioned idea for a book on learning, I was so excited that I had to take it one step further. Rather than a book of boring text for hundreds of pages, I suggested a book that used graphics and layout to help people learn. Chance agreed enthusiastically and we began.

Typically, Chance did the writing while I did the editing. I learned an amazing amount of information by using one of my favorite intelligences - creativity. I learned by re-writing, (essentially recreating), all the information in a way that I thought made more sense to me!

## *Are You Creative?*

Creativity is the rarest and most difficult to measure of all the intelligences. We all have significant amounts of creativity floating around in our heads. If you have fluffy bunches of the stuff, you might find yourself:

- Lost in a book.
- Daydreaming.
- Easily influenced by movies.
- Doodling while you talk on the phone.
- Making pictures on your math notes.
- Making up really good excuses.
- Thinking of things as you fall asleep.
- Frequently coming up with new ideas, jokes & puns.

If you do any of these (or any one of a thousand other things that don't seem to make much sense) than you have the special gift of creativity!

## ***The Necessary Basics***

The three types of creative intelligence (CI) are:

- The “Extrapolative” CI uses techniques like brainstorming, exploration and mind-mapping to create new ideas by building on existing ones. Increasing your level of stimulation/information also enhances this CI.
- The “Interpolative” CI uses techniques of relaxation, meditation, journal writing, random drawing and collage-type art projects to find linkages between things that you already know. You can bring out this CI with quiet and peace.
- “Conversion” is the form of CI that uses metaphor, poetry, comedy and acting to change the relationship between things. Poetry, for example, can make a small choice between roads into the journey of a lifetime.

## ***Team-Learn***

Any time you get a group of people together, you have the opportunity to see the spark of creativity flying between individuals. For good sparks, try playing “Information Tag.”

In this game, one person tosses out a fact from your studies and the next person must come up with a fact that is linked to the first fact. Use dates, quotes, customer data, chemical bonds or whatever might be linked. Depending on your situation, you might make rules governing what kind of links can and can't be used. Map the results on a BIG sheet of paper; you'll be amazed at the results!

## ***Tools and Techniques***

### Tools

Quiet

Paper

Friends

Point of View

Scissors & Glue

### Techniques

Relax for ten minutes before and/or after studying a subject. Just watch your learning float by like clouds.

Write poems about the information you are learning.

Make an impromptu one-act play. Actors might be historical figures, steps in a process, molecules or anything!

Manipulate your learning to look at it from different perspectives. Reverse, combine, rearrange, change size, adjust time, or change shape of the information. Ask each other “what if” questions and think up answers that are real and/or wacky!

Make a collage out of magazines that summarizes your learning.

## ***Creating Your Own Future***

One type of Creativity is seeing a vision for your future and then creating your own step-by-step goals to achieve that vision. Lets try:

1. Write a short paragraph describing the past ten years of your life; what you did and what you loved.
2. Next, write a paragraph on where you are now. Include things and people that you like as well as your hopes and fears for the future.

3. Third, write about where you want to be ten years from now: Where you will live, what your house will be like, what type of people you are with?
4. On a separate piece of paper, draw 10 stair-steps. On the bottom step write “today.” On the top step, write “10 years from now.” On each step, write what you will need to do to get to the next step above it.
5. Finally, think for a few minutes about the things you want to learn to get to the top of the stairs. If it seems overwhelming, just remember that today you only need to learn a small part of that... just a tiny part of one step.
6. As you learn, remind yourself from time to time of your goal at each step and how your learning will get you there!

## ***Beyond the Bounds of Creativity***

How do you get creative about creativity? Well, you start by exploring outward as far as you can... then go a little further. Try a random web search; then find some way to “link” what you find to the information that you are purposefully trying to learn - its easier to remember two things instead of one, and... the weirder the better!

Try surfing:

<http://www.globalideasbank.org/index.html>

<http://members.ozemail.com.au/~caveman/Creative/index2.html>

<http://ciadvertising.org/studies/reports/future/nathan.html>

Try reading:

*A Whack in the Side of the Head* by Roger von

Oech, Warner Books, New York 1998.

## ***About the Authors***

Chance Massaro has been in the training and consulting field for 25 years helping over 300 organizations. He is devoted to increasing communication and organizational skills and enhancing the sense of teamwork among colleagues and coworkers and currently helps students to learn fast at the Santa Rosa Junior College.

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