

CREATIVE

Mindsets

Daring **People** to do
things **differently**

WHAT IS

Design Thinking?

Design Thinking is a proven, iterative **Creative Problem Solving** approach that people can use to solve challenges and discover new opportunities. It focuses on collaboration, exploration and learning by doing. It requires both a method and a mindset.

Here are three reasons why we believe
Design Thinking would benefit your business:

#1

The creative potential of yourself and the people you work with is your greatest asset.
Design Thinking enables you to liberate this creative capacity

#2

The world is constantly being disrupted by changing trends and customer needs.
Design Thinking enables you to keep ahead of these changes and remain relevant

#3

We spend a lot of our time in work.
We believe Design Thinking helps to make this time more productive, more collaborative and more fun.

Introduction

In all organisations, across all sectors, people face problems which cause us to feel stuck. Problems might seem too big, too complex, too unknown to solve.

We've developed our creative mindsets in response to this issue (and alongside our methodology), with a belief that adopting them will make problem-solving more collaborative, more energising, more remarkable - in short they will build our creative confidence to enable us to solve problems more successfully .

By adopting these mindsets you'll find you'll start to develop new, creative habits that will help you to look at challenges from different perspectives which in turn, will help you to deliver fresh, new, innovative solutions ... and you'll no longer feel stuck.

Consolidating all of our experience working with clients across sectors, as well as in-depth research of Creative Problem Solving mindsets used around the world, this creative mindset ebook acknowledges that it's not just about what we do, it's also about how we do it.

So what are you waiting for? Life's too short to stay stuck!

Creative Mindsets

Design Thinking isn't just about what you do it's about **how** you do it.

To help you get the **most** out of our creative problem solving approach we've developed six creative mindsets.

Combining these mindsets with the approach will turbo charge your **creative confidence** and your ability to solve problems with solutions that have real impact

EXPLORE

beyond
the obvious

RELEASE YOUR

creative
mojo

BE A

Maker

MAKE

Mistakes

TRY

new
things

BE PART OF

Something

EXPLORE

beyond the obvious

We're surrounded by interesting things waiting to be discovered but they appear **hidden** to us until we create space and allow ourselves time to explore, take a closer **look and learn.**

MAKE Mistakes

Mistakes happen all around us and are often
seen as failure. We see things differently.
Mistakes allow us to **make progress** because
they create an **opportunity to learn.**

TRY

new things

We all get **stuck** in habits and routines.
Don't get us wrong these can serve us well
but if we want to remain relevant we have
to choose **courage over comfort.**

BE A Maker

It's easy to talk about ideas but we know
it's much harder to make them happen.

By **exploring, experimenting &
prototyping** you can take the 1st steps
to deliver ideas with real impact.

RELEASE YOUR

creative mojo

We're all **born** with it, it's just some of us lose it.
We have to create the right environment where
we're **happy** in our work which will allow us
to be **more creative** and **more engaged**.

BE PART OF

Something

We believe in the power of **people.**
Collaborating with others allows us to
create something bigger and better than
what we could have achieved individually.

Creative Problem Solving approach

Once you've explored the Creative Mindsets **we dare you** to reinvigorate your creative potential and make problem solving more **collaborative**, more **energising** and more **remarkable** by combining the Mindsets with our Creative Problem Solving approach

Define

EXPLORE

Getting to know the people, problem and shared ambition

CREATE

Creating a dare that calls people to action

Develop

INSIGHT

Colliding existing and new data to build fresh new insights

IDEAS

Encouraging people to think differently to explore what might be possible

Do

PROTOTYPE

Accelerate learning on usability, desirability and feasibility whilst helping others to understand your idea

IMPLEMENT

Realising the benefits of your idea whilst maintaining the learning

... Accepted the dare?
Get in touch to explore our
Design Thinking offer further.
We'd love to hear from you

WE Dare you

...to adopt these **creative mindsets**
and let us know how you get on

✉ hello@weareunstuck.com

🐦 [@WeAreUnstuck](https://twitter.com/WeAreUnstuck)

We Are Unstuck is a Design Thinking agency who
are daring people to do things differently.

We believe in everyone's capacity to be creative
and we also know it's a skill that can be lost.

Our goal is to help as many people as possible to
reclaim their creative confidence. We do this by
providing learning experiences and consulting on
Creative Problem Solving projects.

www.weareunstuck.co.uk