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.

your creative confidence and your ability do solve

problems with solutions that have real impact

EXPLORE

beyond the obvious RELEASE YOUR



Maker



new

Something



EXPLORE

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 MISTORES

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.



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 Maket

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

cleative

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

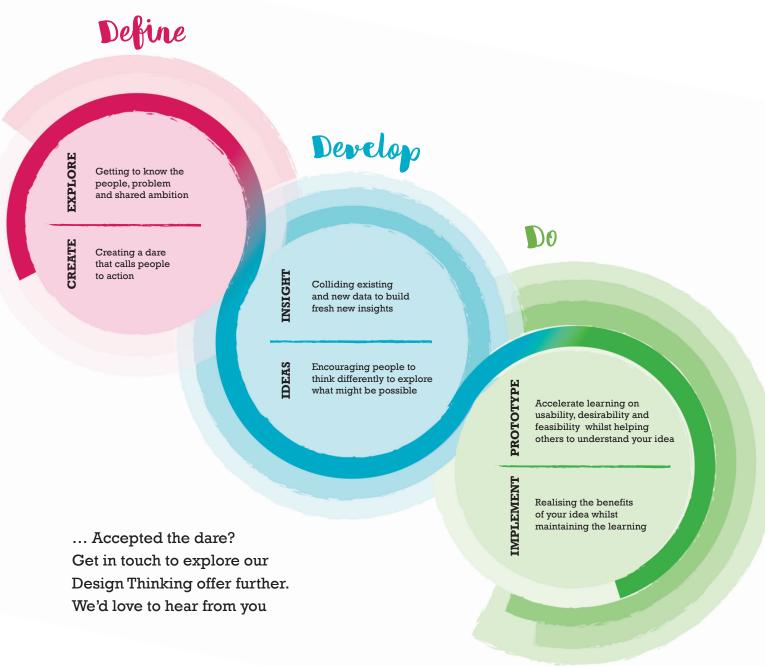
We believe in the power of **people**.

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





Date you

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



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

