

# CREATIVE JOURNALING FOR INNOVATION

## A Write for your Life guide



Journaling surfaces inner resources you didn't know you had; courage, wisdom, it's all in there waiting to be invited out to play. Here are a few exercises to help you come up with new ideas and solutions for innovation. These exercises will give you:

- o **A fresh look at your situation**
- o **Valuable perspectives**
- o **Brand new insights**

### THE EXERCISES

#### Free-writing instructions - optional:

- Set a timer for five minutes - you can always write for longer if you get into the flow.
- Keep your pen moving, do not edit or look back - no grammar or spelling required.
- Go where your pen goes, trust it'll be useful - even if it's off topic.
- If emotions arise, carry on if it feels OK or write about something else and return when you're ready/have support.
- For each exercise, reflect on what you wrote, read it out loud for extra perspective.

#### Fresh look: 'What's happening'

This is a pretty straightforward exercise, but it's surprising what taking a simple step back can do. Write down, in as much detail as possible, what's actually happening, from start to finish. It can be a problem or difficulty or just how things are currently working, or not. When you review what you've written, look out for assumptions, generalisations, judgements. Are there things that can be questioned, checked or re-framed? Are there any obvious gaps or weaknesses?

#### Perspectives: 'What does the Radiator think?'

Now you're going to get some fresh perspectives and ideas. Dialoguing - as it's known in the journaling world - is basically giving access to another part of yourself via an object. Have the object of your choice, and here you can use your product or service itself, comment on what it thinks. Does it have any advice or comments on what you've written? It may seem strange, but if you take a leap and start writing, interesting things will happen.

#### Insights: 'Same words, different meaning'

Pick out words six or seven words that relate to your product, service, brand, company, industry etc., whatever you're focusing on. Now you're going to write for five minutes using those words, but you cannot write about your chosen topic. It absolutely doesn't matter what you write about here, just go with it and see if there's anything interesting that you notice once you've finished. Have any dots joined, ideas been sparked?

#### Guides in the series - Creative journaling for:

Headspace	Wellbeing	Writer's block
Success	Innovation	Difficult feelings
Happiness	Creating theme	Difficult situations

**Plus:** Greatest prompts, Where to find prompts and Benefits (plus top tips) of journaling.

*I hope you found this guide useful. For information on creative journaling courses and workshops, contact me, Claire at: [Cpsdayoff@gmail.com](mailto:Cpsdayoff@gmail.com) or go to [Clairepearce.uk](http://Clairepearce.uk).*