






<p>Keep abreast of your field.</p> 	<p>Read the magazines, trade journals, and other literature in your field to make sure you are not using yesterday's technology to solve today's problems.</p>
<p>Keep your sense of humor.</p> 	<p>You are more creative when you are relaxed. Humor aids in putting your problems (and yourself) in perspective. Many times it relieves tension and makes you more relaxed.</p>
<p>Engage in creative hobbies.</p> 	<p>Hobbies can also help you relax. Working puzzles and playing games both keep your mind active. An active mind is necessary for creative growth.</p>
<p>Have courage and self-confidence.</p> 	<p>Be a paradigm pioneer. Assume that you can and will solve the problem as described in Chapter 2. Don't be afraid to take a risk. Persist and have the tenacity to overcome obstacles that block the solution pathway.</p>
<p>Adopt a risk-taking attitude.</p> 	<p>Fear of failure is the major impediment to generating solutions that are risky (i.e., have a small chance of succeeding) but would have a major impact if they are successful. Outlining the ways you could fail and then ways you would deal with these failures will reduce this obstacle to creativity. Some ways you can practice risk taking are challenging established patterns of doing business within your organization, trying a new sport, singing at a karaoke bar, or volunteering to organize a group activity.</p>

RISK TAKING

We just saw in the table "Improving Your Creative Abilities" that risk taking is important for improving your creativity. What are risks? **Risks** are actions, with no certainty of succeeding, which require significant effort, resources, and/or time.

