

Exercise 2-3 - Personal Creativity.

1. Think about times, places, books, magazines, events, people that bring out your most creative ideas. List them below:

a. _____

b. _____

c. _____

d. _____

e. _____

f. _____

2. Now, think about ways to “capture” these ideas that would work for YOU (writing down in a specific place, saving a file on your computer, etc.). Discuss ways to capture these ideas.

a. _____

b. _____

c. _____

d. _____

e. _____

f. _____

HOMEWORK:

Use one of the “idea capture” ideas above to log your business ideas. Plan a time to review this log (e.g., weekly, monthly) and write it in your calendar.