

# Day 15 Creativity

## What is this squiggly skill?

**"Creativity is seeing what everyone else has seen, and thinking what no one else has thought." – Albert Einstein.**  
Everyone can be creative and it shows up in different ways at work.

## Go to Guru



**Ed Catmull**  
Author of Creativity Inc.

## Recommended Listen



**Squiggly Careers #249**  
How to stimulate your creativity with Sarah Stein Greenberg

## Ideas for Action



**8 in 8**

This technique can help you to generate new ideas quickly.

1. Fold a piece of paper into 8
2. Ask yourself, What's the problem I'm trying to solve?
3. Come up with 8 ideas in 8 minutes to solve your problems.

If you do this as a team, quickly share your ideas and chose which ones you want to build on together.



**Use AI to accelerate your creativity**

Use AI tools like Midjourney or Wordtune to accelerate your creativity and bring ideas to life.