# Contents

<table>
<thead>
<tr>
<th>List of Figures</th>
<th>page vii</th>
</tr>
</thead>
<tbody>
<tr>
<td>List of Tables</td>
<td>viii</td>
</tr>
<tr>
<td>Acknowledgments</td>
<td>ix</td>
</tr>
</tbody>
</table>

1 The Creativity at the Heart of Your Research 1

**SECTION I DEVELOP YOUR CREATIVE ABILITIES** 21

2 Mind Your Process and Be Intentional 29

3 Use Emotions to Diagnose Problems and Move Forward 44

4 Solve the Right Problem 73

5 Iterate and Experiment 94

**SECTION II CULTIVATE CONDITIONS THAT SUPPORT CREATIVITY** 125

6 Choose Your Language and Stories 127

7 Manage Your Energy 142

8 Make Your Research a Team Sport 158
vi CONTENTS

SECTION III BRING THE ABILITIES INTO YOUR OFFICE OR LAB 181

9 Integrate the Creative Abilities, Part I 183

10 Integrate the Creative Abilities, Part II 204

11 Thirty-Day Creativity in Research Program for Individuals or Groups 226

12 Mentoring Creativity 241

13 Conclusion 255

Appendix Comparing Creative Practice Frameworks 264
Notes 273
List of Exercises 312
Index 314