USING CREATIVE INSTINCT
To Find Meaning in Advising

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F16 Adv. Inst-10/11/16
WHAT IS A CREATIVE PROCESS?

- Video: Moment of Insight by Jonah Lehrer

Setting Up the Framework:

- 1. Define the challenge
- 2. Define what the success looks like
- 3. Know who you want to reach
- 4. Define how this challenge connects to your mission, vision, and values
- 5. Identify the stakeholders
Ideate: Forming Ideas

BRAINSTORMING
SHAPING IDEAS

- Cluster
- Get Feedback
- Refine
- Present
<table>
<thead>
<tr>
<th>TOPICS</th>
<th>MEDIA</th>
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<tbody>
<tr>
<td>My Academic Advising Vision</td>
<td>Poem</td>
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<tr>
<td>The Moment I Realized Academic Advising was the Career for Me</td>
<td>Short Story</td>
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<td>The Greatest Lesson My Student(s) Taught Me</td>
<td>Poster</td>
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<td>The Greatest Lesson My Academic Advisor Taught Me</td>
<td>Comic Strip</td>
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creativity

[kree-e-yiv-i-tee]

n. the state or quality of being creative.
The ability to transcend traditional ideas and
to create meaningful new ideas.

THE MOMENT OF INSIGHT
RESOURCES

- Google Images