

***Seven Steps To Establish  
The Contextual Mindset  
To Ultimate Creativity***



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Changed The Way I Think About Thinking, A Creative Thinking Blueprint  
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### **A CONTEXT FOR IDEA CREATIVITY-SEVEN STEPS**

When we want to create new ideas, methodologies and results, we can employ a variety of techniques to facilitate the process. Since we did not have the information before the process, we do not spend much time thinking about where it is coming from or how it might be originating. Yet, how the field produces the new and novel - is simply left as a question mark.

We simply concentrate on how to coax it into existence. If we get a flash of insight or an idea that is “Out of the blue” we usually do not imagine it as being the product of some other mind’s idea. But, why not? That is probably because our cultural way of thinking and the scientific method we employ, do not support that concept, at least not at this time.

One of the trademarks of genius is an abiding state of being curious, as if the switch is continuously left “on”. It is as if there is a perpetual order to the universe to keep sending the new and novel. For example in “wikiHow” there is an article entitled “How to Think Like Leonardo Da Vinci.” The very first principle cited was “Curiosita.” It was referred to as an, ‘Insatiable curious approach to life and unrelenting quest for continuous learning. Great minds have one have one characteristic in common: they *continuously ask questions.*’ When we yearn for answers to a particular question eventually an answer does show up. Think about

that from your own past experience. The key is to be mindful and alert. The answers can show up from anywhere.

I would like to think the collective unconscious is inhabited not only by our connections to one another, but also by a vast network of minds beyond ours, who operate not only to bring our desires into reality but to also give us their ideas as we seem ready for them. For example the “Seth” material as told by author Jane Roberts is likened to someone with an IQ of 400. But who is Seth and where is he?

Thomas Edison was receiving an inventive insight almost every other week. Did his mind just make it up or did someone send him these ideas?

To look at the universe in this manner gives rational explanation to such occurrences as synchronicities (meaningful coincidences in Jung’s terms), or to receive original ideas when you least expect them to appear. Furthermore, it gives us the comforting feeling that we are part of an immediate team. I would like to propose that our idea generation is often a result of a collaborative effort with friends we cannot see. From this perspective our lives can be filled with the most useful and efficient idea generation possible. Here they are:

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1. See the collective unconscious as the home of your partnerships, an army of helpers who have unlimited resources and connections, willing to do your bidding and also willing to send you unsolicited ideas.
2. Live as much in a state of constant question as you can, as if you are in a childlike state of curiosity. In this way while your conscious thought is involved in one area, your helpers have their assignments and are working even as you sleep. For example, if you are to meet in a few days to work on solving a problem - define the problem as well as possible and ask yourself for solutions now. By the time your meeting takes place the process has long been underway.
3. For complicated requests think of the collective unconscious requiring TIME to make all of the manifesting connections. Know that it is being worked on, and that some ideas may never be revealed, due to conflicting interests – as one example.
4. Use your INTENTION as a means of transmitting importance, hence priority. Assign the degree of intention. You might want to look at the work being done by Lynne McTaggart in the “Intention Experiment.”

5. Let it all go with gratitude, in effect knowing that it will take time for your partners to generate for you depending upon the difficulty and your appreciation for their effort.
6. Now that the context has been established, enter into the content generation phase and harvest the results. Think of employing various idea techniques (content) as a means of making and strengthening the connections. For example you may use mind mapping, thinking in pictures, lateral thinking, 1,000 mile an hour thinking, listing bad ideas to stumble upon good ones, throwing away all of the initial ideas to get to those in the outer orbits, combining different fields of expertise etc. I have listed a couple of idea books by Michael Michalko and Jack Foster who provide guidelines and ideas for sharpening these skills.
7. In addition to the actual “aha” of an idea received, be open to all forms of inputs especially synchronicities to lead you to people, symbols, and resources which may ultimately convey an answer. You might want to look at the ideas presented in the book, “The Power of Flow” as presented by Charlene Belitz and Meg Lundstrom.

Let me walk you through an example I gave in my book *“How Frank Lloyd Wright Got Into My Head Under My Skin And Changed The Way I Think About Thinking, A Creative Thinking Blueprint for the 21<sup>st</sup> Century”*.

When I was in college, the Viet Nam draft was in effect. If you were classified 1A you were going to be drafted unless you took some form of proactive effort to defer or avoid the draft. Graduate school and marriage were popular choices, but not easily available or desirable by many. Some people ran off to Canada, but then had to exist in a “fugitive”

status. My friends and I were in a continuous state of questioning “what to do.” None of us really wanted to go to that war.

“How could I avoid this war?” It was an unanswered question that was constantly with me.

As my final year approached, the urgency to resolve this intensified. Yet, I had a full twelve months before anything had to be done and I decided to let it go, optimistically believing that something would show up. *I felt a strong urge to go to New England* and seek summer employment in a resort hotel. I followed that urge ending up in Maine.

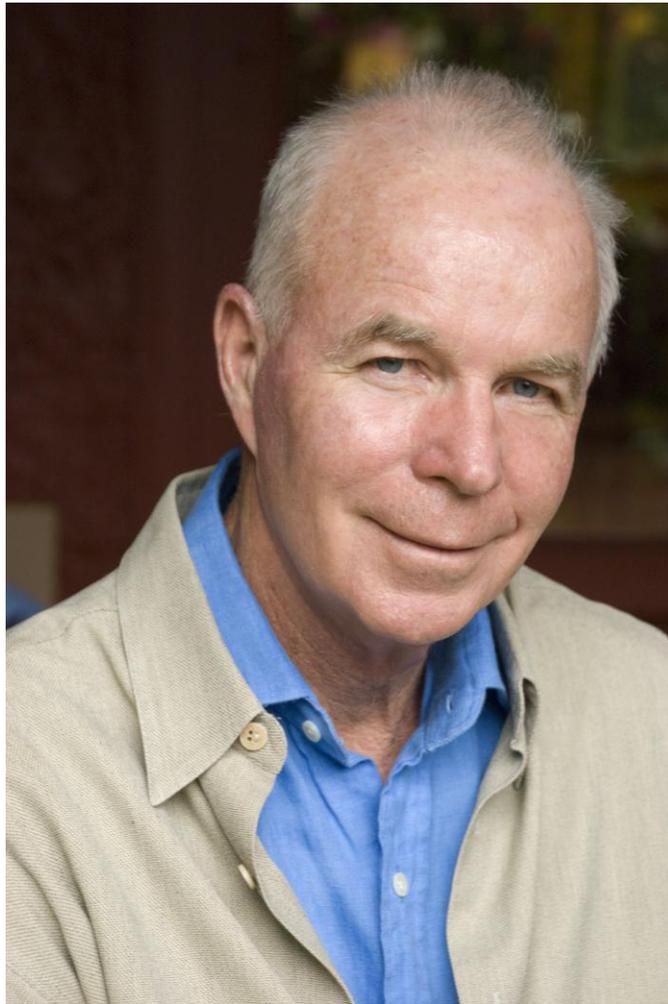
On my day off I drove a few miles up the road to Kennebunkport and that afternoon, I ended up in a small resort hotel bar. The bartender and I got to chatting. I learned that his father owned the hotel and he had just gotten out of the Navy. I asked him what he did in the Navy and he said, “I ran the Officer’s club in Roto, Spain. It was like dying and going to heaven,” he said. I leaned over and whispered, “How did you ever get that job.” He told me he had gone to hotel school at Cornell and the Navy had a very special deal for anyone with a hotel and restaurant management degree.

*“Bingo!” The light went on for me.* I was from Tallahassee, Florida, and Florida State University had a hotel and restaurant management school. Even though it would not be graduate school, I felt I could get a deferment from my local draft board for this second bachelor’s degree as long as I told them I would then go into the Navy. The draft board agreed. I ended up spending four years in the Navy running two officers’ clubs as well as being assigned to Hawaii and Japan. Instead of escaping from the military, I had embraced it, but had avoided Viet Nam. It had been an elegant solution.

In the above example you can see that my enduring question was not “How could I avoid the military, but how could I avoid Viet Nam?” I was open to anything. I was intent upon finding a solution. I decided to give it all a rest and followed an prompting to go to New England. While many ideas had been discussed with my friends, nothing as ingenious as the final solution had even been in our awareness. From where I sit today I like to think that my helpers went to work on this idea and the best way to get it to me was to urge me to drive to New England and to finally wander up to the hotel in Kennebunkport. At the time, I was not fully aware, of how the model I have outlined worked. But, as I look back on it, this was what seemed to be in play. Being fully conscious of this process makes it even more useful and exhilarating.

I did not mention this in the exercise itself, but in addition to keeping the on switch “on” there are conscious activities you can actively practice. Think of it like a Gold’s Gym workout for idea connectivity. *HOW TO GET IDEAS*” by Jack Foster and *CRACKING CREATIVITY, The Secrets of Creative Genius*, by Michael Michalko.

When I owned my ad agency, we would set brainstorming times which could employ some of the techniques mentioned by Foster and Michalko. Prior to this meeting the preparation would be to ask for and set the intention that good ideas come from this brainstorming session. Finally, especially for major decisions, such as the challenge I faced with Viet Nam, be open to synchronicities as guideposts that you are on the right path. As you become used to recognizing them, you will find yourself more and more in the “flow” of life. I mentioned an excellent book below by Belitz and Lundstrom on this topic.



Reginald Sanderson (Sandy) Sims was raised and educated in the South. After serving as Naval Officer and finishing graduate business school, he followed a dream to live in Honolulu where he built one of Hawaii's largest and most successful advertising agencies. His upcoming book, *How Frank Lloyd Wright Got Into My Head, Under My Skin And Changed The Way I Think About Thinking, a Creative Thinking Blueprint for the 21<sup>st</sup> Century* set for release in the Fall of 2010. He resides in Hawaii and San Miguel de Allende, Mexico.

**Resources:**

*How to Think Like Leonardo Da Vinci* -

<http://www.wikihow.com/Think-Like-Leonardo-Da-Vinci>

*The Seth Material* - [http://en.wikipedia.org/wiki/Jane\\_Roberts](http://en.wikipedia.org/wiki/Jane_Roberts)

*The Intention Experiment* -

<http://www.theintentionexperiment.com/>

*Cracking Creativity, The Secrets of Creative Genius* and other books  
by Michael Michalko-

[http://www.creativethinking.net/WP01\\_Home.htm](http://www.creativethinking.net/WP01_Home.htm)

*How to Get Ideas* by Jack Foster- <http://www.amazon.com/How-Get-Ideas-Jack-Foster/dp/157675006X>

*The Power of Flow, Practical Ways To Transform Your Life With  
Meaningful Coincidence* by Charlene Belitz and Meg Lundstrom-

<http://www.amazon.com/Power-Flow-Practical-Meaningful-Coincidence/dp/060980197X>