

# CREATIVE JOURNALING FOR INNOVATION



## *A write for your Life guide*

Journaling surfaces inner resources you didn't know you had. Courage, wisdom, it's all in there waiting to be invited out to play. Here are a few exercises to help you come up with new ideas for innovation or just plain problem-solving:

- **Detail what's happening**
- **What does your product/service think?**
- **Same words, different meaning**

## THE EXERCISES

### Instructions

- Set a timer, even if it's for 2 minutes - you can always write for longer if you get into the flow
- Keep your pen moving, do not edit or look back - no grammar or spelling required
- Go where your pen goes, trust it'll be useful - even if it's off topic
- If emotions arise, write about them or make a note to return when you have more time
- For each exercise, reflect on what you wrote, read it out loud (even if to yourself) for extra perspective.

### **Fresh look: 'What's happening'**

This is a pretty straight forward exercise, but it's surprising what taking a simple step back can do. Write down, in as much detail as possible, what's actually happening, from start to finish. It can be a problem or difficulty or just how things are currently working, or not. When you review what you've written, look out for assumptions, generalisations, judgements. Are there things that can be questioned, checked or re-framed? Are there any obvious gaps or weaknesses?

### **Perspectives: 'What does the Radiator think?'**

Now you're going to get some fresh perspectives and ideas. Dialoguing - as it's known in the journaling world - is basically giving access to another part of yourself via an object. Once you've written about 'what's happening,' have the object of your choice, and here you can use your product or service, comment on what it thinks. Does it have any advice or comments on what you've written? It may seem strange, but if you take a leap and start writing, interesting things will happen.

### **Insights: 'Same words, different meaning'**

Here you're going to pick out words that relate to your product, service, brand, company, industry etc., whatever you're focusing on. Pick out seven or eight words and write them down. Now you're going to write for five minutes using those words, but you cannot write about your chosen topic. It absolutely doesn't matter what you write about here, just go with it and see if there's anything interesting that you notice once you've finished. Have any dots joined, ideas sparked?

 @Cpsdayoff

#### **Other guides in the series**

Journaling for headspace  
Finding journaling prompts  
Journaling for wellbeing  
Power journaling for success

*I hope you found this guide useful. For information on creative journaling courses and workshops, contact me, Claire at: [Cpsdayoff@gmail.com](mailto:Cpsdayoff@gmail.com) or go to [Clairepearce.uk](http://Clairepearce.uk).*