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Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence.

Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, idea-generating, **FREE** monthly electronic **Newsletter**, email us at newsletter@donaldcooper.com.

His website, www.donaldcooper.com also offers free articles and business tools.

Where are you most creative?

Studies show that our ability to think creatively is affected by where we are and what we're doing. This is important to know because if you can figure out where you're most creative, you can spend more time there...and you'll become a more creative person.

According to some surveys the #1 most creative location for many people is sitting on the toilet. (and you thought that was #2)

Number two, in fact, is in the shower or bath. Does that work for you? It works for me. It's relaxing, warm, safe and comfortable and the world seems full of possibilities. I get tons of great ideas in the shower but I used to wait until I got out and dried off to write them down...and by then, they'd be gone! So, I'd run back into the shower, turn on the water and try to jumpstart my creativity, but it never worked. Now, I just run out of the shower, soaking wet, make soggy but brilliant notes and run back, leaving little puddles behind me.

A creative friend of mine solved this problem by buying an underwater writing slate and pen from a SCUBA shop and hanging it in his shower. When it comes to creativity, if it works, just do it.

Number three most creative location for most folks is while driving.

Number four is just before falling asleep.

Number five is during a boring meeting.

Number six is while reading.

During exercise is number seven.

Waking up at night is number eight. Does that work for you? You wake up in the middle of the night with a "brilliant" idea. You write it down, and go back to sleep. Then, when you wake up in the morning, you read the note and wonder what idiot could possibly have snuck into your bedroom in the middle of the night for the specific purpose of writing down a completely stupid idea in your handwriting!

Where are you most creative ... (Cont'd):

The number nine place where people are most creative is while listening to someone speak. This suggests to me that the people who responded to this survey were listening to the wrong speakers because people in my audiences tell me that they get dozens of new ideas in just 90 minutes.

Number ten is while working manually. For many of us manual work is relaxing and that frees up our minds to be creative. That's just one of the things that people get out of their hobbies. Relaxation that leads to creativity.

So, where are you most creative? Whatever special place you go to, whatever special thing you do, whatever music you listen to, or special friends you hang out with; whatever it is that fills your mind and your heart with possibilities...do that more often. Don't let management and life always be "one damned thing after another". Allow yourself time to be creative and you'll be amazed at what you come up with!

For more information on how Donald Cooper can help you redefine and reinvent your business to create, deliver and communicate compelling, customer-owning Value, visit our website at www.donaldcooper.com , email us at info@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.