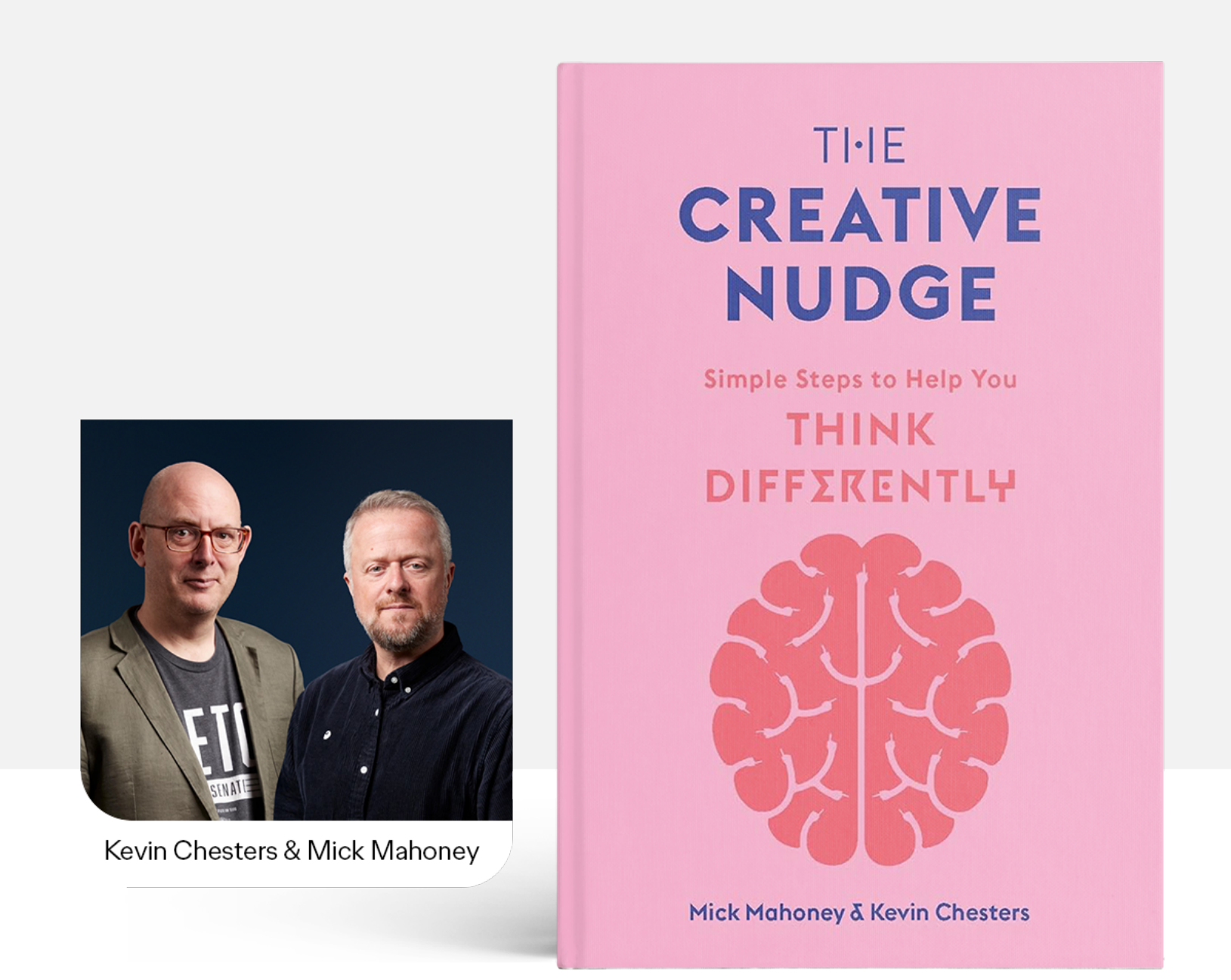


Recommended by Twan Wiertz, Planner at Ogilvy Amsterdam



The Creative Nudge

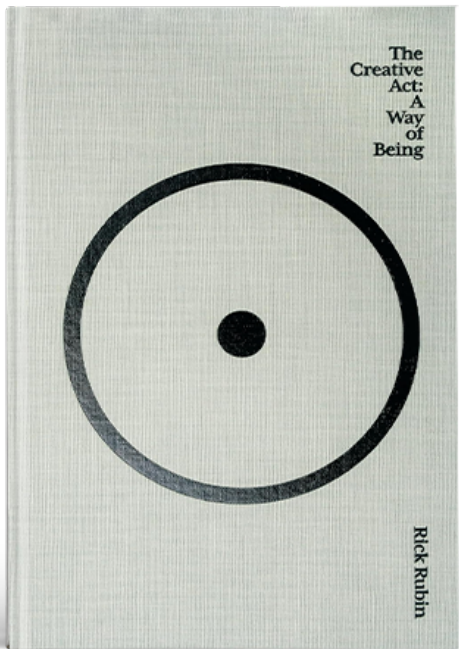
‘We are all born creative, but gradually learn to follow the familiar, safe and accepted way of behaviour’

Evolution, education, work and society teach us over time to accept habits, reducing our aim to curiosity and experimentation. Familiarity makes us efficient but also blind. A form of blindness that effects our spontaneous creativity we are born with. Reclaiming creativity means unlearning the behaviours that restrict us. Small, relevant nudges, supported by scientific findings, will help you to rediscover more original ways of seeing and thinking.

Interview with Kevin Chesters in the Podcast.

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The global Reading Club also recommends:



The Creative Act: A way of belonging

‘Reasons to believe that creativity is for everybody’

A road we all can travel. Being a creative person isn’t about your specific output; it’s about your relationship to the world. Creativity is a fundamental aspect of being human. To create is to bring something into existence that wasn’t there before. It is a way of being in the world. We must observe the world around us and pick up ideas and bring them to life.

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30/45 min read



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