

**ZIG ZAG:  
The Surprising Path  
to Greater Creativity**

1. ASK  
Find and formulate  
the problem

2. LEARN  
Acquire knowledge  
relevant to  
the problem

3. LOOK  
Gather a broad range  
of potentially related  
information

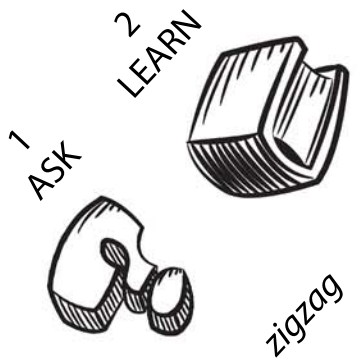
4. PLAY  
Take time off  
for incubation

5. THINK  
Generate a large  
variety of ideas

6. FUSE  
Combine ideas  
in unexpected ways

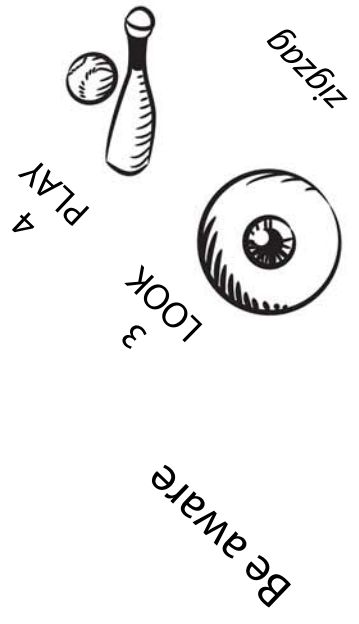
7. CHOOSE  
Select  
the best ideas

8. MAKE  
Externalize your ideas



Prepare your mind

Practice T Thinking  
Make Your Own Luck



Free your mind

Imagine Parallel Worlds

Divergent Thinking

By Keith Sawyer  
Zig Zag: The Surprising Path to Greater Creativity  
Jossey-Bass, 2013

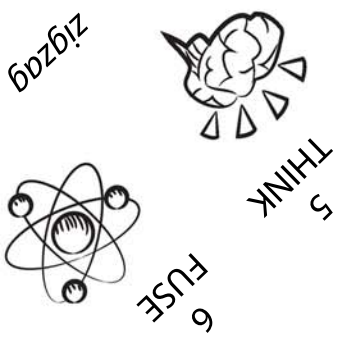
Chart the Flow

Reinterpret (15 shape  
invention exercise)

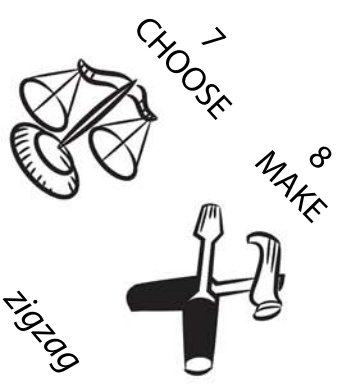
Distant Combinations

Reformulate, Reuse, Reperceive

Combine ideas



Get your ideas into  
the world



Make ideas even  
better