

Episode Transcript

TAOLC EP: 30 -

Harness Your Creative Genius: The 20 Idea Method for Transformative Problem-Solving

Please note that this transcript is AI generated and may contain minor errors.

00:06 -

Welcome to the Art of Living Consciously podcast, a show designed for out-of-the-box thinkers and mindset shifters who are looking for new ways to evolve. This is an intimate container designed to uplift, inspire and motivate you on your own growth journey. I'm your host, Dannie Reeve. As a certified BNE or Bio-Neuro-Emotion practitioner, I empower men and women to turn their conflicts into stepping stones for growth, because when you question your own beliefs and perceptions and take responsibility for your life, everything else follows. If you ask me, earth is a place where souls are sent to evolve and in this podcast, we will discuss the best tools for our evolution. Hello, hello, my flowsome friends, and welcome to episode 30.

01:02

This week, I published an episode in Spanish with the ever so inspiring Elisabeth Niut, a science fiction author and coach with an incredible story. It's a great episode. If you do speak Spanish, which I know a lot of you do, please listen in and tune in, because there is so much juicy information in there, especially if you're somebody who really wants to cultivate your intuition, your creativity and start thinking outside of the box. This is such a great episode for you. Now, I know a lot of you do not speak Spanish, which is why this week, I've decided to publish a bonus episode and, following my conversation with Elisabeth, I also want to offer you some tangible tools that can help you to tap into your intuition, your inner knowing, and start thinking outside of the box to come up with creative solutions to your problems or to any questions you might have. I'm going to walk you through one very simple and highly effective exercise that's going to help you with that very simple and highly effective exercise that's going to help you with that. It's an exercise that Elizabeth told me about and that I've been implementing in my life and have had so many great results with, so I'm very excited to share it with you. This will be a short and sweet episode, but you want to stay until the end so you can get the full benefits of the exercise.

02:21

Okay, so, without further ado, let's delve in. First of all, let's really recognize how powerful you are as a human being. You have an inordinate amount of creativity within that mind and brain of yours. So many ideas, so much potential, and a lot of us rarely explore its full potential. Actually, I think they say that we, as humans, only use 10% of our brain capacity. Whether this last fact is a myth or not, the truth is that we have so much potential to explore within us and that we, by using very simple techniques, can harness that potential and that capacity, forcing our brain to work to its full capacity.

03:12

Just for some extra context, according to mind expert and author Tony Buzan I hope I'm saying his name correctly. Your brain is made up of approximately a hundred billion cells. These are connected directly or indirectly to another 20,000 cells, which means that the number of thoughts you can generate is greater than the number of molecules in the universe as we know it. Mind-blowing, my friend. You are literally a thought-creating machine. Now, the downside to being human is that, a lot of the time, the thoughts "think us". That's to say that we have the same thoughts over and over again, and science has demonstrated that as well, that we can stay stuck in these negative thought patterns that kind of take over our day. So, with the exercise that I'm about to share with you, we are going to be intentional about the way that we use our creative thought making machine, and that is going to help you to come up with ideas that you never thought you could think about. Are you ready to start getting real creative?

04:26

Okay, let me introduce you to the 20 idea method. Apparently it was a method that was developed by Earl Nightingale, but you can read about it in Brian Tracy's book Creativity and Problem Solving. So the idea is very simple. The idea is that you write down a specific question that you have and then you proceed in one go to come up with 20 ideas that will solve that potential problem or that goal that you have, or anything that might come up for you. This might seem too simple to you and you might be thinking duh, is that your big, revolutionary, revelatory idea? Did you want me to go through this whole podcast episode for you to say this to me? Well, yes, because actually it's not as easy as you might think, and that's where all the juice lies. You are literally forcing your brain to go out of its comfort zone and look in nooks and crannies of your mind, your intuition, your creativity, to come up with new solutions. So here is how you're going to proceed: Grab a piece of paper and write down a specific question For problem solving.

05:50

Usually the more specific the question, the better, but don't let that deter you from just writing down any question that's on your mind. So if I use an example from just writing down any question that's on your mind. So, if I use an example, I could write a question like how can I increase my income to 150,000k within the next six months? So you write your question at the top of your page and then you have to force yourself to come up with those 20 ideas in one sitting. That's to say, you can't get up until you have those 20 ideas down.

06:22

Usually the first few ideas will be relatively easy. For example, I could say I can create a new self-paced course or I could increase my rates. Then the five next ideas will be more difficult. You'll have to think more and the 10 next ones will be even more difficult. You'll have to think more and the 10 next ones will be even more difficult. You'll have to think even more. But the key is not to give up. It's to stay there until you come up with the 20th idea, and a lot of the times the 20th idea can be something that comes completely out of the blue. Another important tip is not to censor yourself. You want to prioritise quantity over quality, so just write whatever comes to your mind, even if it seems really stupid and really silly. Just write it down. While you're doing this exercise, you can also think, especially if it's a problem solving question, you can also think that there are four ways in which you can change something.

07:20

The first way is that you do more of something, for example, in this case well, maybe I should do more sessions. The second way of changing is to do less of something. For example, spending less time on an activity that is not actually giving me such great income could free up some energy for a higher income offer or activity. The third way to change is to start doing something completely new, like, as I said, creating a new course. And the fourth way to change is to stop activities or habits that are not conducive to your goal. For example, it could be to stop going to bed late so you have more energy in the morning and can get more done in the morning.

08:06

These are just prompts for you to think about whilst you are coming up with your ideas, but really, this exercise is designed for you to tap into your creative flow, to let your ideas come to you without censoring them. The more the ideas, the better. So when you finish the exercise and you've come up with your 20 ideas, what you need to do is review your list and highlight one idea, at least one idea that you think, yes, I can implement that and take action. It's important that you take action because obviously, taking action is what's going to set the wheels in motion and get you from A to B. There's no use having great ideas if you don't put them into action, and that usually is a tough part for a lot of us, right, it's like we have these ideas, but we decide not to act upon them. So your task is to look at your list, highlight one idea and just take action.

09:06

As I said, this exercise is great for problem solving, but you can also come up with a lot of different ideas, even, for example, explore your limiting beliefs and come out with some new beliefs. And come out with some new beliefs. For example, in the episode I did with Elizabeth, she used the example of asking yourself, what does it mean to be an artist? And the first ideas that came to her were ideas like being an artist implies not making a lot of money, being an artist implies spending a lot of time alone, and obviously those first ideas were her limiting beliefs. So if she had stopped at those first two ideas, she would have stayed with those limiting beliefs. But by writing more and more, you're forcing your brain to think outside of the box. You're forcing your brain to tap into other perspectives and ways of seeing things, and so I imagine at the end of the exercise, she could have possibly come up with reasons why being an artist is actually a good thing and how you can make money with it. I don't know, I'm just making this up, but obviously it's tapping into your intuition, into your creativity.

10:17

The main message I want you to take away from this is that by forcing your brain to keep going, you start tapping into its full potential. It's like many things. You need to go through that discomfort in order to have a breakthrough. Many of you and it's happened to me will get to idea 18 and just want to give up because you're like there's nothing coming out. But if you continue, you will surprise yourself and maybe idea 20 will be a light bulb, and really this is an analogy for a lot of things that we do in life. You have to

go through that struggle phase in order to get to that flow state, the state where you tap into your greatness more greatness, because there's always more greatness in your body, in your mind and even in your environment. You know, people say that we access this greater intelligence when we are in a flow state, so I challenge you to give this a try.

11:20

I had someone reach out to me recently and they were like I just don't know how to find more joy in my life. That can be a question: how can I find more joy in my life? And just write down the 20 ideas, right, anything that is important for you right now. So this is what I want you to do. Think about your biggest problem right now, or one of your biggest goals, or just a question that you have that has been on your mind for a while. And now what I want you to do is grab a piece of paper and write that question down at the top of the page, and then find some time and space where you will be able to sit undisturbed and write 20 ideas down. Don't get up, don't give up and let yourself be surprised by what comes up. And there you have it for today's episode: Simple, short, sweet and effective.

12:17

I really encourage you to give this a go, because it is a game changer and, if you do, please share with me your thoughts, any ideas you've had or what you thought about the exercise. I would love to know. You can reach out on Instagram. My handle is @theartoflivingconsciously. You can find that in the show notes as well, and if you do like the show, if you enjoy the episode and you think that it can benefit someone, please share it with them. It will make their day better and it will also help the show grow, which is really helpful and appreciated. Thank you so much for listening. I truly appreciate you and I wish you a floresome, and it will also help the show grow, which is really helpful and appreciated. Thank you so much for listening. I truly appreciate you and I wish you a flawsome day that is flawed and awesome just the way we like it. Thank you.