Agenda

1. Are you an Imaginologist?
2. Knowledge, Imagination, and Creativity
3. Why Bother with Imagination?
4. Nurturing Imagination and Creativity

**Imaginologists** are speech-language pathologists and audiologists who use their creativity to drive our professions forward by imagining more and imagining better for our patients, clients, and students.

- Because of imaginologists, my family members—and millions more from around the globe—have been given the priceless, but exquisitely simple, gifts of talking, listening, swallowing and hearing.
Knowledge, Imagination, & Creativity

1. Knowledge is Important, but Finite
   - Provides the “base of information necessary to be competent
   - Stems from outside sources
   - Provides the “fuel” for imagination

2. Imagination is Infinite
   - Influences everything we think, everything we do, everyone we touch
   - Drives Innovation forward
   - Keep us from stagnation as a profession and an individual
   - Ignites our passions
   - Reduces stress

3. Creativity is Action
   - The outward expression of what our Imagination cooks up
   - Requires active of some kind

Why focus on Imagination and Creativity
1. Benefits those we serve
2. Benefits us personally

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Ever single innovation, regardless of the field, was once only the germ of an idea when someone had the courage to ask, “what if.”
But our creativity diminishes as we mature

- Unfortunately, this mindset diminishes as we enter into education and the work force and begin to censor our own creativity.
- We also systematically quash our innate curiosity and creativity for fear of being judged by others (social conformity, fear of not fitting in).
- There is an inverse relationship between age and creativity (the older we are the less creative we tend to be).

Perfection is an artificial and useless construct

- We are human. We aren’t perfect
- Striving for an impossible perfect standard raises our stress levels, increases burnout and depression, and reduces our creativity.
- When we allow ourselves to be human (and therefore NOT perfect) we take an important step in increasing our capacity for imagination, creativity, and a more fulfilling life – both personally and professionally.

Randomness may seem like a bad thing, but when building your creativity, injecting randomness is an important skill

Randomize!

- The average person has between 50,000 – 70,000 thoughts a day
- Unfortunately we can get caught up in repetitive thought loops that have us thinking about the same things over and over again.
- Confirmation bias pushes us to look for things that support our pre-existing views and ideas because we like to be right (makes us feel validated).
- If you want to have more innovative ideas, we have to get out of that repetitive thought loop by diving down different rabbit holes and asking ourselves different questions.

Become an Idea Generator

- You don’t have to implement every idea.
- In fact, you won’t want to implement every idea because they won’t all be good – and that’s the point.
- If you give yourself permission to have lots of bad ideas, something seriously genius is sure to bubble up.
- PLUS IT’S FUN!

LEARN TO FAIL QUICKLY

Think about something in your professional (or personal) world that you would like to change

<table>
<thead>
<tr>
<th>Put it into a “if only” statement:</th>
<th>Reframe it into a “what if” statement:</th>
</tr>
</thead>
<tbody>
<tr>
<td>“If only we still had publishing companies that created materials specifically for SLPs.”</td>
<td>“What if I started a company like that?”</td>
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CREATE LOTS OF IDEAS

- The key to getting what you want, to having a fulfilling life, to feel less stressed and more in control is to use your imagination to identify what you want to accomplish – and then DO IT!
You are the CEO of your Life

• Identify what YOU would like to do with your personal and professional life.
• Don’t let gremlins get in your way.
• List several goals – can be aspirational or practical.
• Use your Imagination!

MORE STRATEGIES FOR FOSTERING IMAGINATION AND CREATIVITY
• Release your inner child (have fun, be silly, play!)
• Draw something - stop worrying if its good or bad. Just do it.
• Get Outside
• Wonder as you Wonder
• Create something with your hands
• Find or develop your personal Imaginarium “Space”
• Unplug
• Get some sleep (night and day)
• Laugh
TRY THIS
Connect all the dots using no more only four straight lines and without lifting the pencil/pen from the paper.

THREE RANDOM WORDS
1. Elephant, __________, __________
2. Spoon, __________, __________
3. Jello __________, __________
4. Crayon __________, __________
5. __________, __________, __________

TEN IDEAS A DAY: Write your 10 here!

If Only.....

What If.....

MY PERSONAL GOALS (no limits)

First step

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Fill each circle with something! No two circles can be the same.