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## Zig Zag The Surprising Path To Greater Creativity Robert Keith Sawyer

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Sawyer outlines 8 stages of the creative process. But rather than following a clear and direct path forward, the path to greater creativity has more zigs and zags; it's unpredictable, erratic, and yes, surprising. Here are my three biggest takeaways.

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Zig Zag is your guidebook to the surprising, unpredictable, and fascinating journey that leads to greater creativity. Praise for Zig Zag: “ Zig Zag is the most fun and most useful creativity book I have ever read.

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His new book "Zig Zag: The Surprising Path to Greater Creativity", wasn't surprising to me because of my past work with Keith, but will be revelation to people who think creativity is some God given gift, or if you're an atheist, some genetic given gift. Reading this book will tell you it's the gift you can give yourself.

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I prefer the metaphor of the zig zag, because "pivot" makes it sound like it's a one-time event, whereas in my research, the successful companies are constantly making minor tweaks, and even switching direction dramatically, a lot more than just one time. The path to success is a continuing zig zag; it's never just one change in direction.

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Zig Zag: the Surprising Path to Greater Creativity Hannah Walsh, Marshall Vail, Shirali Shah, Natalie Wiegand, and Taras Bukachevskyy

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My Three Biggest Takeaways from Keith Sawyer's Book, Zig Zag: 1. The creative path is perpetual. We never arrive at the point of being infinitely creative. Creativity isn't a... 2. The greatest threat to creativity is interruption. This one surprised me. "Isn't the greatest threat to creativity a... ...

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"Zig Zag reveals the true nature of the creative process: improvisational, surprising, with unexpected twists and turns. The book is filled with hands-on activities that help you manage that process and keep it moving forward to a successful creative outcome."

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The Model's eight steps 6. Fuse. Creative minds are always tossing ideas together, looking for unexpected combinations. Successful creativity never comes from a single idea.

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