

Thinking Outside the Box:



How to Boost Your Creativity

Creativity is a skill that can fuel innovation, problem-solving, and personal fulfillment. And while some individuals seem naturally gifted in this area, anybody can cultivate their own out-of-the-box thinking with the right techniques.

Here are several methods for taking your creativity to the next level.

Embrace Playfulness

Higher levels of creativity can sometimes be associated with higher levels of happiness. Adopting a playful attitude may potentially boost both, which can help individuals approach problems from unconventional and optimistic angles.

Taken from the classic proverb of turning lemons into lemonade, psychologists suggest that "lemonading"—the act of engaging in playful behavior despite difficult circumstances—enhances resilience and makes it easier to view obstacles as opportunities.¹

Trying this philosophy doesn't have to be a huge commitment, either. Little things like looking for the humor in everyday life, making small choices here or there that are different than what you'd normally choose, and focusing on the present instead of the future can all help.²

Implement Random Stimuli

Creativity and randomness share one important trait: they both involve something outside of the normal, predictable routine. Because of this, introducing random elements into the creative process can be a good way to discover unexpected insights.

The next time you're brainstorming, try grabbing a random object or reading a paragraph from a random page in a book and connecting it to whatever problem you're trying to solve. Though the object or passage may not seem relevant, forcing your mind to relate it to the issue at hand can spark new thoughts and ideas.³

Prioritize Quantity Over Quality

When trying to think of something new, it can be easy to let perfection be the enemy of good.

Since creativity isn't pre-filtered for quality, it might be tempting to judge a creative thought or idea before even giving it a chance. That's why going for quantity over quality can be an important part of the creative process; by letting go of a perfectionist mindset, you can assemble a greater number of ideas to pull from.

This makes it easier to experiment and take risks. It can also create a snowball effect, where seemingly unrelated ideas begin sparking new thoughts and connections your brain otherwise wouldn't have come up with.⁴

Engage in Physical Activities

Physical activity has been shown to enhance creativity by improving cognitive function and mental health. This is partly due to an increase in blood flow to the brain, which supports neural connections essential for creative thinking.⁵

A little bit of movement can go a long way toward this, with one study suggesting even something as brief as going up and down three to four flights of stairs was enough to trigger divergent thinking and its creative benefits.⁶

¹Geddes, Linda. "Wallowing in a soup of despair? Try 'lemonading' to buck the gloom." *The Guardian*, 2025.

²Miller, Korin. "Life Got You Down? Experts Suggest 'Lemonading.'" *SELF*, 2025.

³"The Art of Chaos: Why Randomness Fuels Innovation." *Scatterbrand*, 2024.

⁴"Bless this Mess: The Importance of Messy Brainstorming." *Green Closet Creative*, 2024.

⁵Pyrh, Sam. "All it takes is a quick walk': how a few minutes' exercise can unleash creativity - even if you hate it." *The Guardian*, 2024.

⁶Matsumoto, Karin; Chen, Chong; Hagiwara, Kosuke; Shimizu, Natsumi; Hirotsu, Masako; Oda, Yusuke; Lei, Huijie; Takao, Akiyo; Fuji, Yuko; Higuchi, Fumihiro; Nakagawa, Shin. "The Effect of Brief Stair-Climbing on Divergent and Convergent Thinking." *Frontiers*, 2022.