

Commitment

Commit to the idea even if you don't know what the final outcome will be.

Commit to the process - follow the steps.

Don't exaggerate your capabilities but do push yourself.

Analysis

Ask questions

Don't leave holes

Explore

Create different questions and ideas

Research

Use your eyes – look around you – Nature, architecture, art etc.

It's all around us

Don't just use the library or google.

The more stuff you put into your brain, the more ideas you will have.

Grow your own ideas.

Incubation

The most important stage - don't skip this one.

Let ideas percolate in your mind.

Don't rush straight into the next step.

Exchange ideas with others.

Selection

Start to make decisions

You'll probably know when you're ready

Choices will become more instinctive and easier. *

It's time to begin realise the ideas.

Implementation

Select ideas and mediums to be used

Actually doing the thing you want to do

Evaluation

SWOT Analysis

Good and bad points – What worked, what didn't

You can look back and begin to identify your own style

Advice

Try not to skip steps.

The more you do in the process, the more you will understand it

Some people miss out step 5 - DON'T

Remember to seek advice and touch base between stages – Don't go off piste.