

# Design Your Thinking by Michael T. Gelb

**Design Your Thinking** by Michael T. Gelb is a comprehensive guide to creative thinking. It offers practical tools and techniques to help individuals unlock their creative potential and approach problems with innovative solutions.

## Key Themes and Concepts:

- **The Creative Process:** Gelb outlines a four-stage creative process: preparation, incubation, illumination, and verification.
- **Creative Thinking Tools:** The book introduces a variety of creative thinking tools, such as brainstorming, mind mapping, and lateral thinking.
- **Overcoming Creative Blocks:** Gelb provides strategies for overcoming common creative blocks, such as fear of failure and writer's block.
- **The Creative Personality:** The book explores the traits and characteristics of creative individuals.

**Changemakers insights:** Design Your Thinking is a valuable resource for changemakers seeking to develop their creative problem-solving skills and drive innovation. It offers practical tools and strategies for overcoming creative blocks, collaborating effectively, and applying creative thinking to real-world challenges.