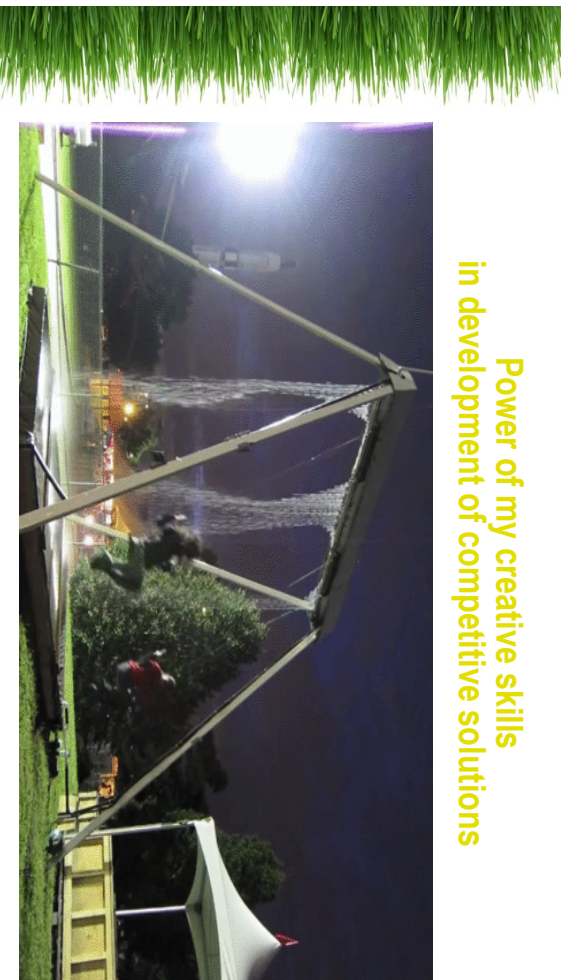


Power of my creative skills  
in development of competitive solutions



I have to FOCUS not only to:

# competences

but also to:

# passion

# novelty



I like potatoes because they, like

people are all different yet  
immediately identifiable as being  
essentially of the same species.

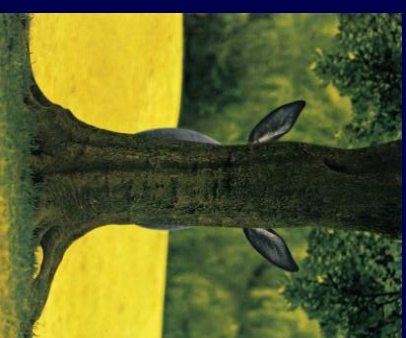
I have photographed many potatoes.

This one is one of my favorites



"Potato #345" (Kevin Abosch, 2010)

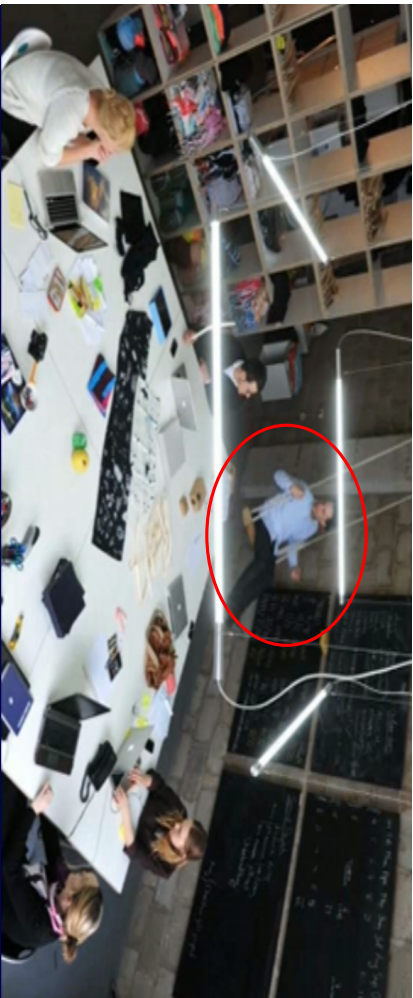
Added value of January 20 - 22



Explore the limits of  
Your practical CREATIVITY  
*the true market value of my competences*

Gain structured METHODS  
to build competitive solutions  
*various principles of creative thinking*

Build Your SOCIAL CAPITAL  
and re-define Your MAGIC  
*building competitive business concept*



Office of social enterprise MAMMU



Design:  
Duffy London

Furniture for both:

- office work & inspiration

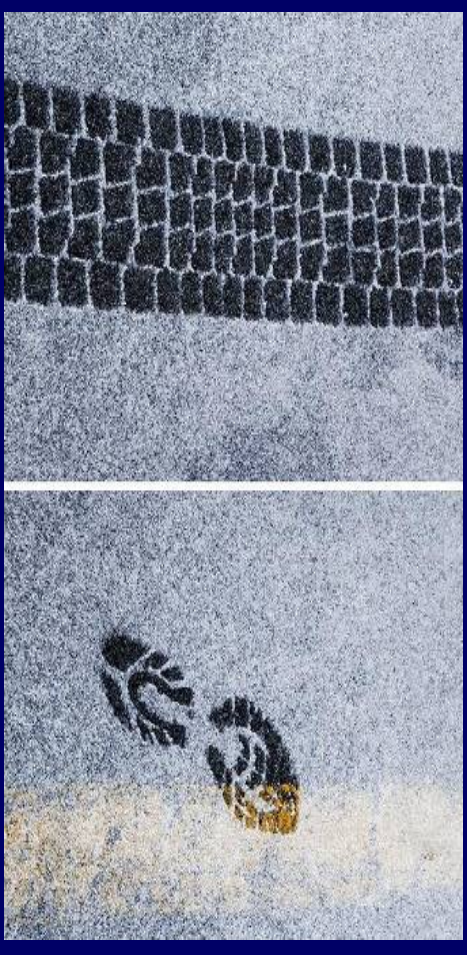




Furniture also for  
- communication & collaboration



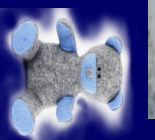
My mission during these days



10 yrs = 1100+ events



# Surprise me!



## Creativity with limited resources



## PORTRETS



**MELNAIS KOFERIS.** Uz katru tikšanos Vitali liži ir virkme dāvanu priekšmetu, kas ir pierādījums cietēm, ka arī ar dullām idejām var veidot biznesu. Šamp koferi atrodamajam lietām – arī ieslodzītā darīnātā „čoka” un Gavi iaines pulveris, kas gatavots no govs mēšiem

## Real rocket science (2009)

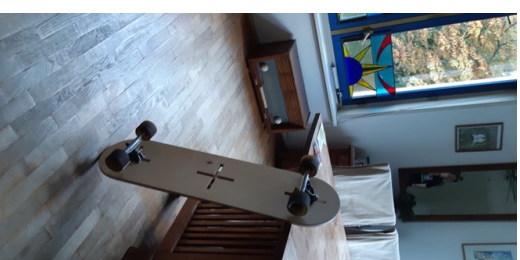
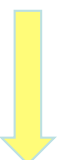


# Magic word





## Useful transformation 😊



Dear Vita,  
Do you still recognise the piece of wood you left last year?  
It made the son of a colleague quite happy!

## Your skills to be improved in:



- » “Re-invention” of the existing product
- » Meeting the requirements of specific customer groups



- » Testing new concepts of the product idea
- » Positioning Yourself in the audience and among partners
- » Your offer for the title of the product
- » Inspiring presentation of the results

## To make this study process more exciting..

- » We will work in the **TEAMS**
- » A small **COMPETITION** rises our entrepreneurial spirit
- » Your **GOAL** - to inspire Yourself by great solutions generated
- » Your **SOCIAL CAPITAL**: soft & hard skills, knowledge and creativity
- » **VOTING** for the best results & performance
- » Prizes & surprises 😊
- » There are no bad ideas so, **ENJOY** the process!



Imagine a table on TWO legs..



Designer Anna Neklesa  
(Novosibirsk)



This table has something in its mind!



Bad Table by Straight Line Designs

**COURAGE** is  
a great social capital!

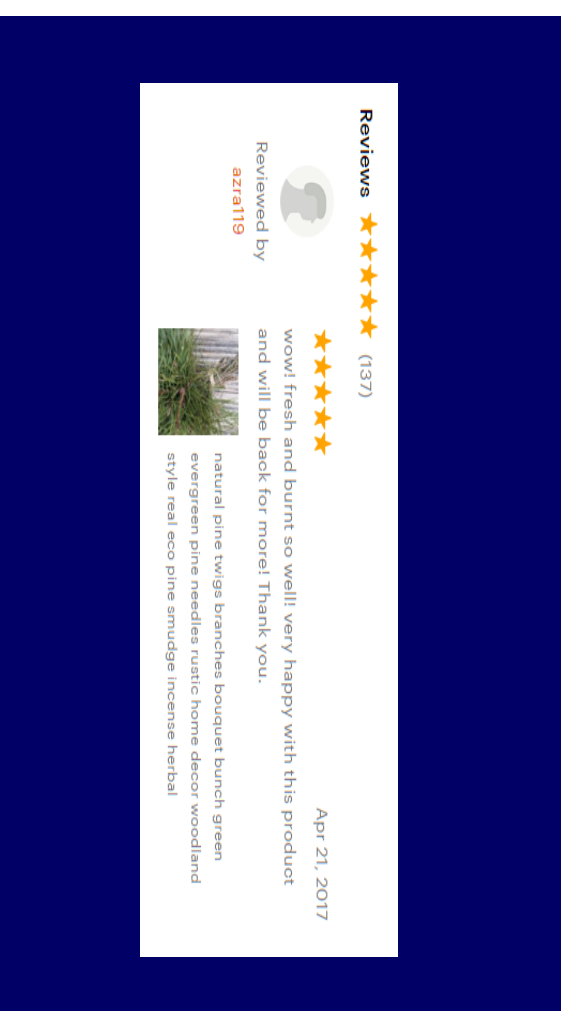
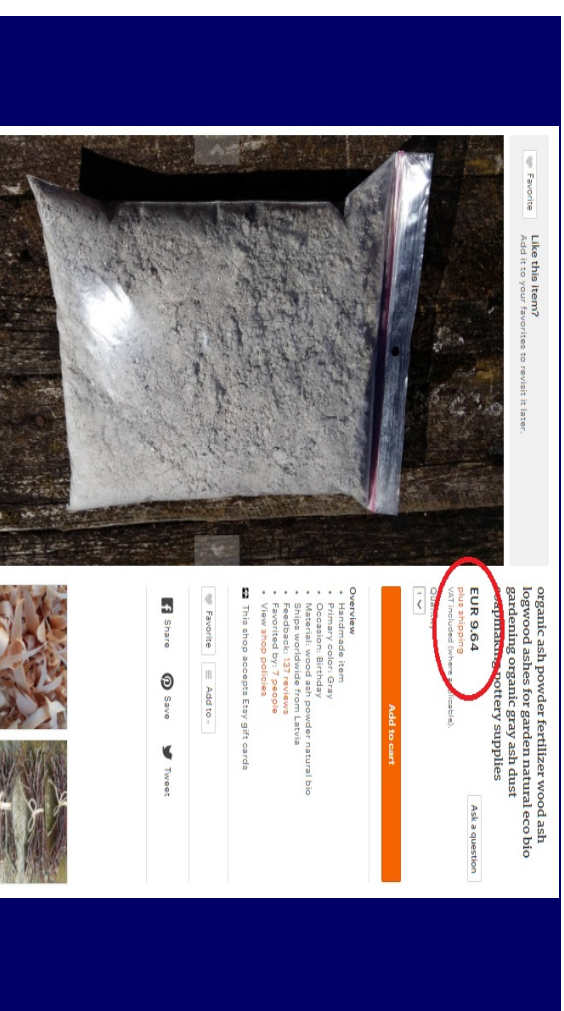
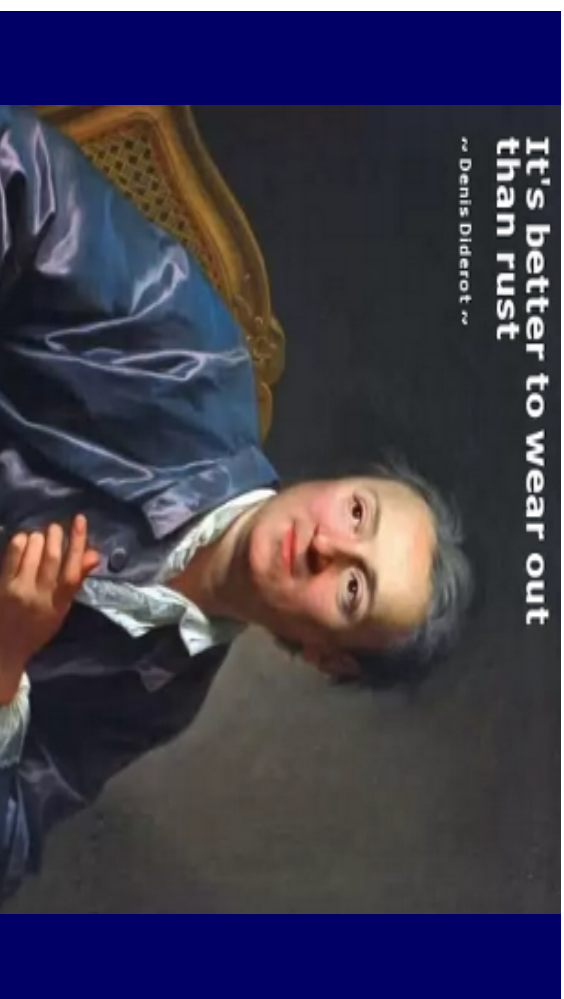


"Idea holder"

Absurd,  
"rocket science"

New  
approach  
we all  
were  
looking  
for!







10 Pounds of Clean Wood Ash (Natural Fertilizer, Change Soil Ph Levels, Slug Killer, Protect Plants Over Winter, Control Pond Algae, Boost Organic Tomato Plants, Compost, Melt Ice, Make Soap, Shine Silver, Ceramics, Pottery, Ashes Clay Glaze)

by Green Lion Farms  
★★★★★ 1 customer review

Currently unavailable.

We don't know when or if this item will be back in stock.

Showing 1 - 1 of 1 reviews

Top Reviews

Garden Queen

★★★★★ I was looking everywhere for ashes. Thanks Amazon for offering it! Love it.

February 10, 2010

I needed ashes for my pottery project and was looking everywhere for it online. Could not find it anywhere. Did not even think about checking Amazon and what do you know... here it is. Thanks guys!

Helpful

Comment | Report abuse

EUR 23.60

plus shipping  
VAT included (where applicable).

Add to cart

Overview

- Vintage item
- Material: bakelite
- Ships worldwide from Latvia
- Feedback: 115 reviews
- Favourite by: 5 people
- View shop policies

This shop accepts Etsy gift cards

Favorite

Add to

Share

Save

Tweet



vintagefullhouse

in Latvia



vintage grater old

Sold



vintage bike reflector bicycle light...

Sold



door escutcheon old keyhole met...

Sold



metal curtain rings clips old curtain...

Sold



enamel mug small metal mug rust...

Sold



vintage old documents Russian ao...

Sold



soviet ruler protractor old ruler vi...

Sold



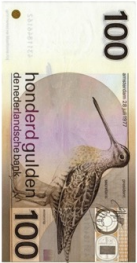
White teapot porcelain French sty...

Sold



3 vintage coat hooks clothes rack ...

Sold



Dutch paper money before the Euro  
(do You still have sweet memories?)







Not exchanged yet:  
**60%** of 1 Lats coins  
 4% of paper money  
 = 122 M EUR



Neatstas šķiņķa baltgals, nepasvaidīti, bet u mūžīgu laim pamiņu gribals pami.

Probably, the most powerful  
**RECYCLED** product in Latvia



Designers  
 R.Strēle un A.Analts

Finding Your unique selling point



coffee table - made from recycled  
 coffee grounds and case with  
 flat, satin surface, curved edges  
 £295  
 £195

click button  
 to order  
 from the  
 greenhaus

other  
 projects

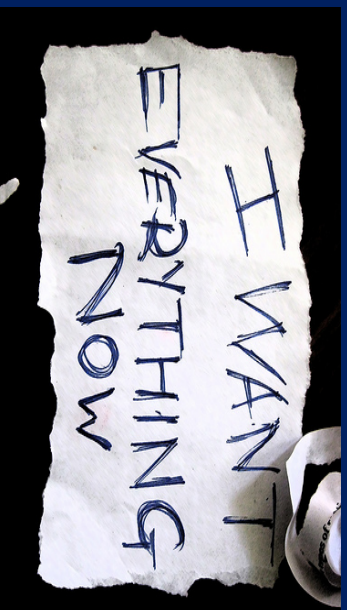


Çurface  
from recycled coffee



Coffee machines for Google offices  
“Give a second chance to coffee!”

Global trend: ‘Microwave thinking’



My profile in **ONE SINGLE** sentence!



Hello!

I'm J.F.K., the president of USA.  
And – what is Your job?





“Mr President,  
my job is to put a man on the moon!”



If you only had **ONE SINGLE** sentence about yourself ..

Kaspars Vendelis:

I want to live up to 120 years

Super silent guy:

I am excellent at listening people

Energetic woman:

I teach others to SCREAM

Another guy:

I am thinking with commas

*And what would I say about myself in ONE sentence?*



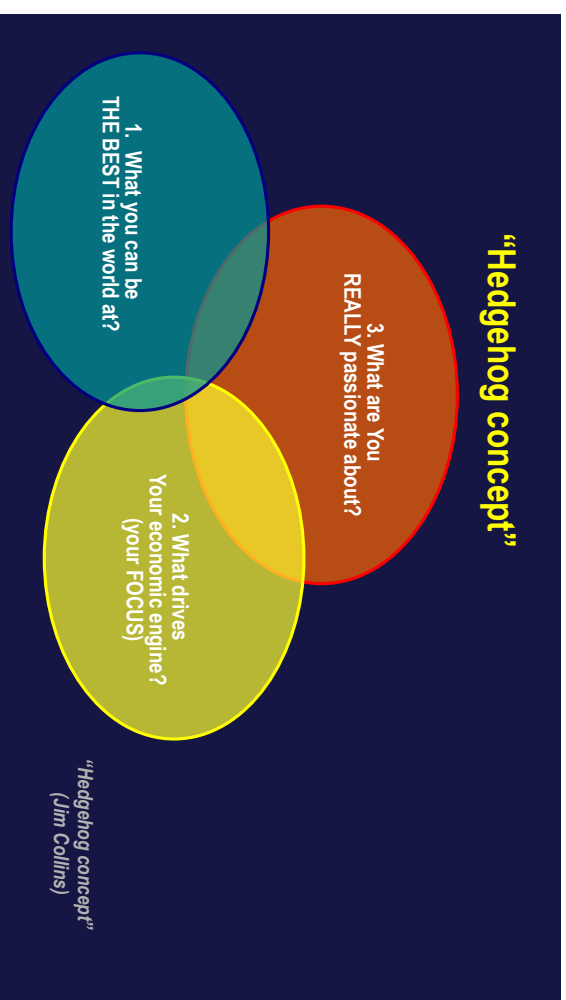
How I would like others to  
perceive me?

Is it

- creative or
- ambitious or
- unusual or
- ...?

IF YOUR  
DREAMS DON'T  
SCARE YOU,  
THEY'RE NOT  
BIG ENOUGH.





Ināra – baking thematic CAKES  
[www.kukufane.blogspot.com](http://www.kukufane.blogspot.com)



Kaspars Volonts added 5 new photos — 📷 feeling fantastic with Anna Ale  
 September 17, 2014 · Edited · 🌐

Mīzīgs paldies Ināra Ale par vislieliskāko kūku, kādu jebkad biju redzējis un garšojs!!!  
 Paldies visiem, kas vakar mani apsveica un vislielākais paldies cilvēkam, kas dienu padarīja neaizmirstamul  
 Priekā!



### Client on Facebook:

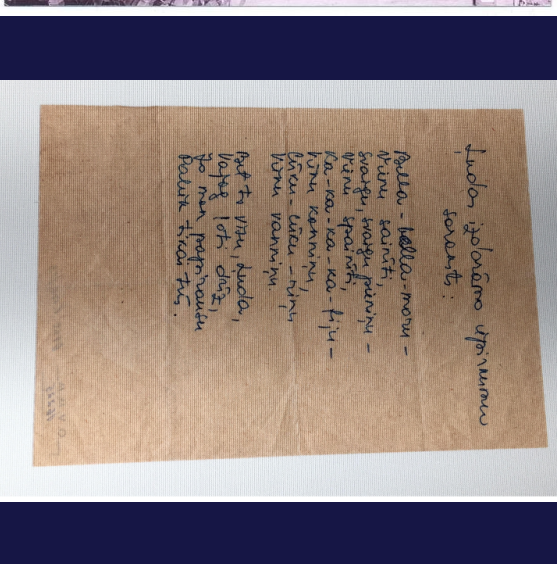
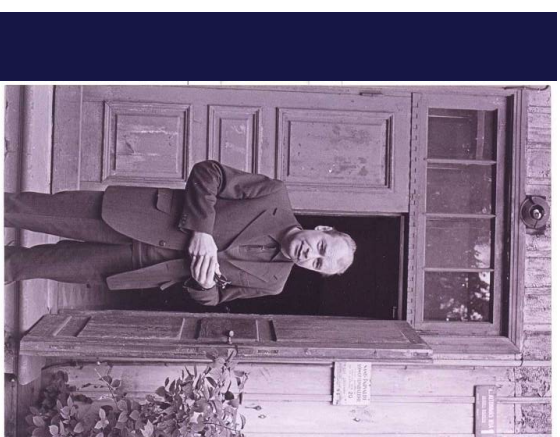
thanks, Ināra, for making the  
 BEST cake I've ever seen  
 and tasted!

### Birthday cake for the carpenter (woman)





## Isn't it time to re-invent pizza design?



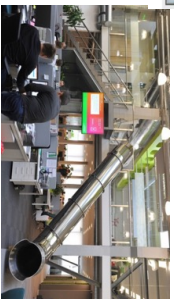
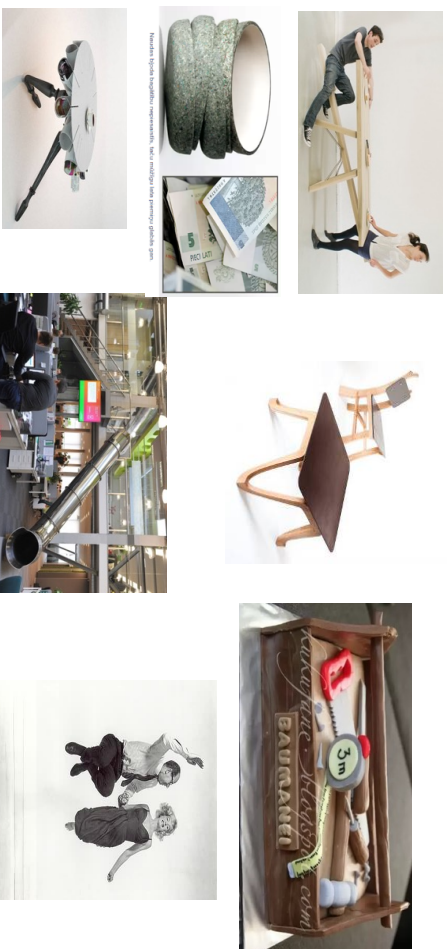
Famous photographer in USA  
Philippe Halsmann (1906 – 1979)



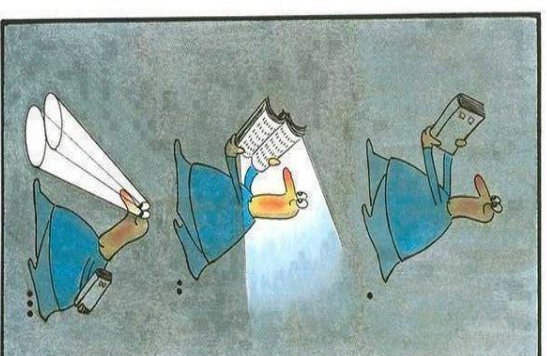
“When you ask a person to jump, his attention is mostly directed toward the act of jumping and the mask falls so that the real person appears ”

**Barry White Jr** (*The Handshake Teacher*)

## Magic of unusual combinations:



## Flow design (Clickshare.com)



## Creative Thinking Method “Crossroads”

### Team work “Crossroad method”

- added value to the concept
- unusual use of ordinary things
- smart partnership





## This is YOUR Freedom of choice what to work with:



- Any product in demand for re-inventing?
- IT accessories: wooden laptop holder
- Home accessories: key organizer 3 in 1

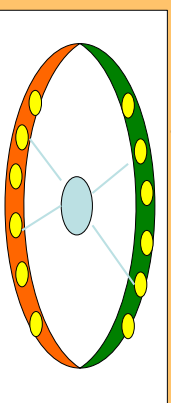


## STEP 4 of 4

Combining the words from the **top** OR the **bottom**,  
make as **MANY AS POSSIBLE IMPROVEMENTS** of the product!

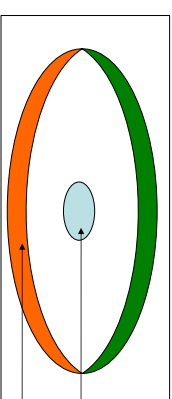


- (1) Think **LOUDLY**!
- (2) Fix **ALL** ideas You have in Your mind!



Time: **5** minutes

### Example #1

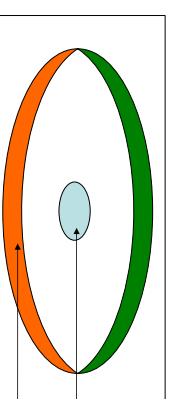


Ice cream  
**cheese**



**Cheese ice cream  
in Prejil**

### Example #2



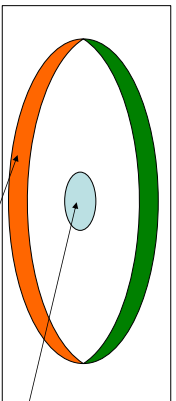
garlic  
**candy**



**Garlic candy "Kip kip"**



## Example #3



chocolate

“Russian  
Roulette”

Это очень вкусная игра в духе Русской Рулетки, которая называется “Укуси пулю”. В коробке 12 шоколадок в форме пули, но внутри одной лежит невозможно острый перец.



Chocolate  
“Russian roulette”

Вы должны выстроить пули в ряд и кинуть двенадцатигранный кубик, который покажет, какую именно шоколадку вам предстоит попробовать.

# “3H”

*Our portfolio of creative resources*

Empower Your creativity spirit  
with «3H»

‘HEAD’ –

Knowledge & ideas



- erudition

‘HEART’ –

Passion



- emotion  
management

‘HAND’ –

Action



- physical skills



Huutajat (Finland)  
*Probably, the loudest choir in the world*





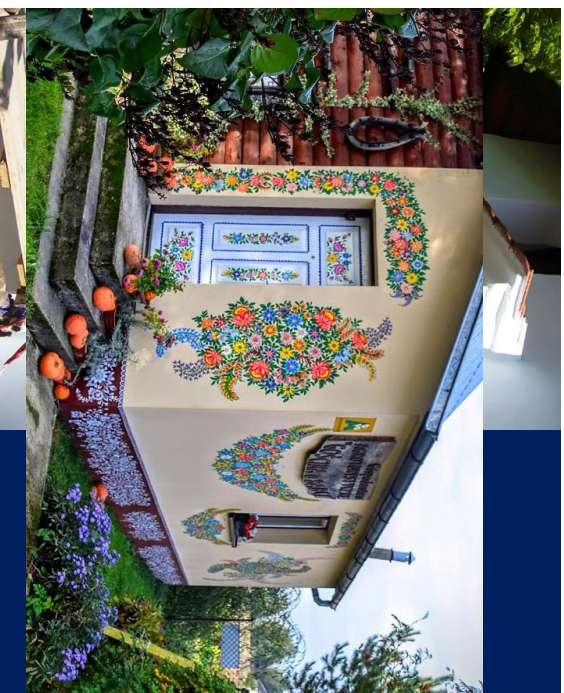
**What are Your SPECIFIC talents?**  
Also Your **WEAK** points can be Your opportunity!



Ieva Morica  
(NGO activist in Latvia)  
about conceptual approach:

The courage  
"to show our weakness and  
turn them into a strength"

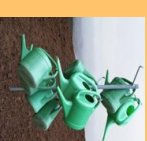




A 90-year-old resident turns her village into an art gallery

Anežka Kašpárková  
(Czech Republic)

## Practical work in teams „Mosaic method”



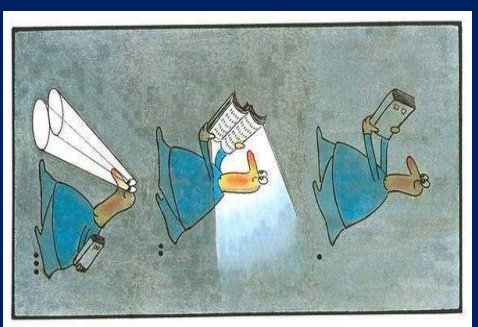
Introduce team members with Your:

- formal / non-formal **EDUCATION**
- practical (work) **WORK EXPERIENCE**
- **HOBBY** and **SPECIFIC SKILLS**

Time: **3-5** minutes!

**ONLY** use the **KEY** words (specialisation)!

**Recommendation:** keep the paper horizontally



## «Mosaic» method

	Name 1	Name 2	Name 3	Name 4
Education				
Experience				
Hobby/ specific skills				



**REMEMBER** the formula of idea “{beauty



**Ojārs Rubenis** (*journalist and director of National Theatre*):

**three things** that must be in **each idea**

**Logos**

**Ethos**

**Pathos**

Practical work in teams  
„Mosaic method”



**Create the NEW service** (never experienced before!)  
**by combining of 2-3 dissimilar competences of the team!**

Is there a target audience willing pay for this service?

- » make as **many as possible** combinations!
- » **speak out at loud ALL** versions during the teamwork!

**Time: 5 minutes!**