CHALLENGE YOUR ASSUMPTIONS
- Just because you have done something the same way for a long time doesn’t mean it can’t be done differently. Creative people challenge their own assumptions and the conventional wisdom in order to solve a problem.

USE ALTERNATIVE THINKING
- Don’t look for an answer straight away.
- Be more fluid in the way you approach problems. Learn to play with ideas.

TAKE SOME RISKS
- There can be no creativity without taking risks and accepting that you might experience failure. Above all, don’t be discouraged when your strategies don’t produce results the first time.

READ AND EXPLORE KNOWLEDGE OUTSIDE YOUR USUAL AREAS OF INTEREST
- Try to broaden your areas of understanding and learn how other people solve problems. It takes practice to open up your creative side.

KEY MESSAGES
Be more flexible.
- Arts, leisure and culture engagement can be such as:
  - Artwork, literature and culture
  - Listening to music and television
  - Reading, watching and television

Thinking creatively is not just about art. Remember Dr. Cohen’s father-in-law and how he overcame a problem with creative thinking.

Novelty is a key component to successful ageing.

CULTURAL Engagement involves passing on

GENERATIVITY INVOLVED
- Skills and
- or getting involved in organisations and mentoring others.

Elliott Carter wrote his Flute Concerto when he was 100!

Artistic excellence in older adults can be seen in the design of the Guggenheim Museum by Frank Lloyd Wright.

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Everyday GENERATIVITY involves passing on

Challenging and BEING CREATIVE
- STRATEGIES FOR SUCCESSFUL AGEING

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- Try to broaden your areas of understanding and learn how other people solve problems. It takes practice to open up your creative side.

Try poetry, fiction, visual arts, theatre or visit places you wouldn’t ordinarily visit.

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Challenge your assumptions
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