

PTE Personal Thinking Equipment

Companies don't innovate... people do!
At Morgan Sindall Infrastructure we challenge the status quo and support our people so they can think in new and different ways. How do you think?



Move away from your screen and look out and daydream

Listen to music - listening to your favourite composer increases creativity and concentration

Laugh and be positive - this will facilitate creativity because it boosts activity in the pre-frontal cortex and anterior cingulate cortex (the areas of the brain associated with complex cognition and decision-making)

Eat walnuts - there is a reason why they look like tiny brains. They are packed with melatonin, antioxidants and omega 3, which all benefit creativity, increase cognitive performance and inferential reasoning

Pick up a pen and write - give the screen a break and try a pen and note book

Move: movement helps you think better, you make better decisions and offset stress



Exercise makes it easier for you to think creatively

Look at something blue or green - these colours enhance mental performance on cognitive tasks

Use both hands when making gestures as this prompts your brain to consider issues from multiple perspectives

Sweat is like WD-40 for your mind - it lubricates the rusty hinges of your brain and makes your thinking more fluid. Exercise allows your conscious mind to access fresh ideas that are buried in the subconscious

Give your brain a break
Get outside - it restores your attention levels and strengthens your immunity



Stop to think
15 minutes a day

Creative thinking leads to innovations. Whether you think you can, or think you can't, you'll be right - so think you can!

"We don't want to be better than the competition, we want to be in a different place and we are only going to do that if we do different things"

John Morgan
Chief Executive



How do you challenge the status quo?

Make time to think - what if you invested just 15 minutes thinking about what your customers' challenges are and what you can do about them?



Personal Thinking Equipment



Always use our innovation flywheel

It's a beautiful paradox - creativity loves restriction



Work on many different challenges, because you never know which one will grow into the next big idea



Ask for someone else's opinion, "What do you think?" The best way to have a good idea is to begin with lots of ideas

Doing things out of habit undermines creative thought - novelty seeking is associated with creativity - what new thing are you going to do today?



Everyone is creative



Do something new every day - don't get stuck in a rut! What have you done today that is new?



Seek out stimulating lunch partners in different fields - book a lunch with someone new today



Counter-intuitively, it turns out that constraints actually increase our creative output. Creativity loves restriction - find out about Jugaad. Frugal innovation!



Create boundaries of space and create boundaries of time



Think about something far away - your ability to solve problems improves when you think of something far off in the past or in the future. - Can you picture your customer's project in 2050 or 1970?



Create stimulating provocations - What if Sellafield could become like the Eden Project? - What if there was no concrete?



Think fresh about everything - why don't we have more botanists, biologists and psychologists in our supply chain?



Take time to think - at least 15 minutes a day - don't just DO - think



Sit outside a box! People who sat outside a box (literally) were better at thinking creatively than those who sat in it



Sleep: if you are trying to solve a problem - think about it and then sleep on it. You will find a better solution in the morning. Sleep restructures new memory representations - keep a notepad by your bed



Don't worry about perfection - striving for perfection can stop you from being creative



Keep a notebook with you and note things that you are tolerating - perhaps you will have an idea to fix them



Sit in a coffee shop: people are more creative with a moderate level of noise in the background. The noise around us is slightly distracting so it encourages us to think a little harder and more imaginatively



Make sure you encourage others around you to make time to think and enable them to become better thinkers. Ask, "What do you think?"



Be curious and open minded - think about how you think and wonder about how other people think



Find out what is happening in other industries - if you have a challenge ask, "Has anyone anywhere in the world solved something similar?"



Think about who you would invite to your next creative thinking meeting? What about a university student? Or some children or someone who makes chocolate?



Read a book

and make notes in the margins



Smile/Laugh - when you do, it releases serotonin and dopamine which dial up the learning centres of our brains to higher levels. This helps you organise new information, keep that information in the brain longer and retrieve it faster later on. A smile enables us to make and sustain more neural connections, which allows us to...think more quickly and creatively, become more skilled at complex analysis and problem solving, see and invent new ways of doing things. If that's not enough, there's more... **we quite literally see more of what is around us when we are feeling happy and you will live longer!**



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