The nature of ideas

A creative idea is a result of a process of thoughts going on in our mind, which distinct itself by consisting of some level of newness.

By newness in the creative idea it means:
...you break a pattern of thoughts that you normally would follow...
...you see something more distinct and clear than ever before...
...you discover connections and coherency, which you have not seen before...

Often you will know an idea coming to you, as it will consist of some kind of energy, which you want to explore. By that it is fair to say, that ideas are not only born in our heads but also in our hearts. Giving birth to new ideas you will often find yourself in a position where you want to engage around your idea right away.

The timing for having ideas is not necessarily a fixed pattern. Ideas emerge by principals that are not ruled by higher logic or framework, and it is a known fact that they often appear at a time that does not fit the actual timing in which they were needed.

You could do an experiment. On a single day, write down every time you get a thought that you would say was an idea.

As you put all your ideas into writing, try to connect them to the situation you are in during the day, the time you got them and the context for which they will be useable – at work or at home.

By doing that, you will also find specific learning regarding the process of having ideas.

- There is no obvious connection between your need for an idea and the time having an idea that could help you.
- Ideas do not follow your daily cycles of being at home or at work. Ideas connected to your work will emerge at home and vice versa.
- Ideas do not necessarily stick to your mind with glue. There are many examples of ideas being lost because they were not instantly recorded.
- Not all ideas have the right quality. What makes an idea a good idea? The answer is very depending on the context you are in.

So in short, the process of having new ideas is not easily controlled by us, and in a professional context as in a company, you really want the process of generating and evaluating ideas to be somehow structured between creativity and order.