



Creativity

-on demand-

for the BI-geek

Because sometimes we need to.

Trust me

I'm a ... *psychologist*



Trust me

I'm a ...doctor



Trust me

I'm a ...

Dashboard designer

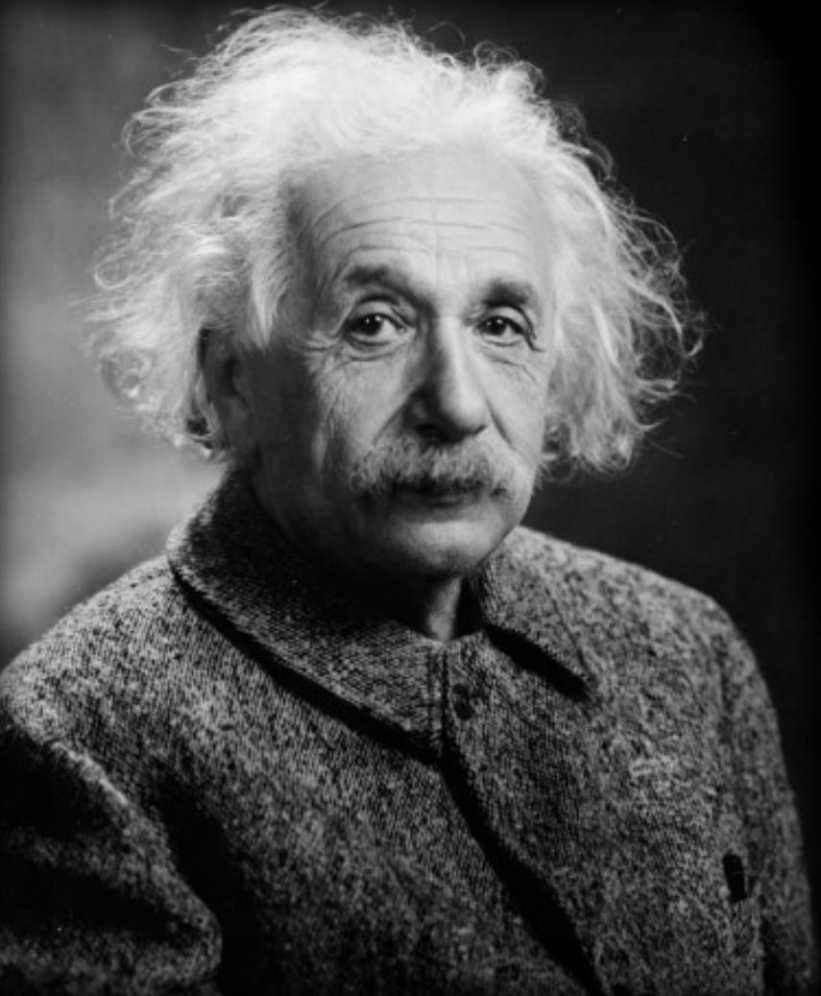


Trust me



Stat**Stories**

Let's have some fun today.



**“Creativity is
intelligence
having fun”**

– Albert Einstein

Sketch!

	Norway	Denmark	Sweden
2004	5	4	13
2022	8	10	15

1 min.



What is creativity?




Bursts or Constant ?



Nature or Nurture?



Essential
or
nice-to-have?



In what way(s) does
our work -BI- require
creativity?


What is creativity?

According to the exp

creativity

noun [U]

UK  /,kri:.er'tiv.ə.ti/ US  /,kri:.er'tiv.ə.ti/

(also **creativity**, UK  /kri'ei.tiv.nəs/ US /kri'ei.tiv.nəs/)

B2

the ability to produce or use original and unusual ideas:

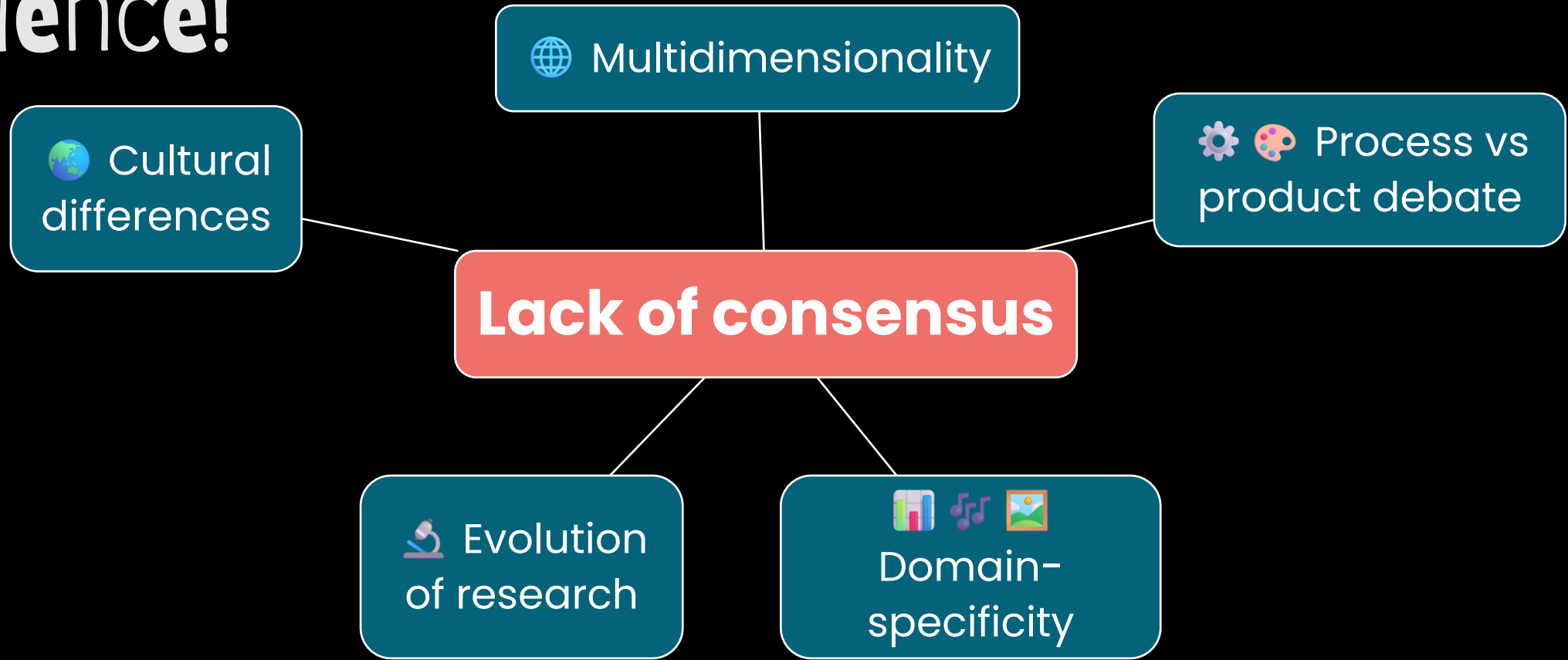
Cambridge Dictionary

Definition

Creativity requires both
originality and **effectiveness**

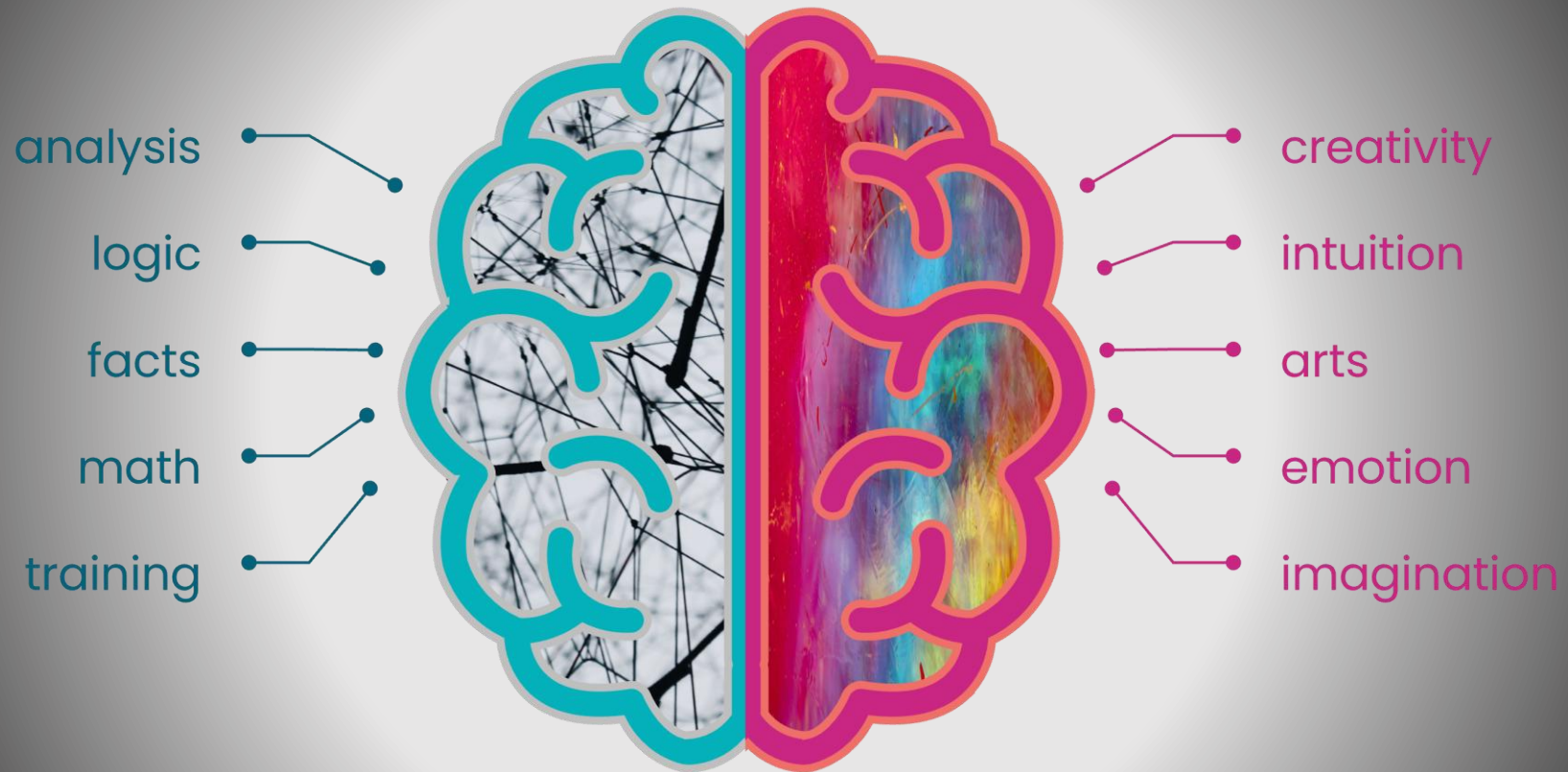
Runco & Jaeger, 2012: The Standard definition of Creativity

Science!



Creativity is complex, but in BI, it means finding **innovative solutions**, designing **effective visualizations**, and making **data-driven decisions** with a fresh perspective.

Your brain



Convergent thinking

“ Solving tasks that have
only one correct answer



*The ability to generate
multiple solutions to an
open-ended problem*

-Guilford, 1950-

Divergent thinking

Quizzz-time: **convergent** or **divergent**?

- ♥ What steps do I need to follow to connect a SQL Server database to Power BI?
- ♥ How can I design a dashboard in Power BI to cater to the needs of both executives and operational staff?
- ♥ How can I create a DAX formula to calculate year-over-year sales growth?
- ♥ Which type of chart is best to represent a comparison of sales across regions?
- ♥ What innovative ways can I use Power BI visuals to tell the story of customer churn trends?
- ♥ What are potential strategies for integrating Power BI into a broader business intelligence ecosystem that includes tools like Tableau or Excel?

Sketch.

	Norway	Denmark	Sweden
2004	5	4	13
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1 min.


Where does creativity come from?

- ▶ Not possible with stress or anxiety
- ▶ A place of silence
- ▶ Nature / music / art / play
- ▶ And also...

*Sleep is what we need.
It produces an emptiness in us into which
sooner or later energies flow.*

*Slaap is wat we nodig hebben.
Het creëert een leegte in ons waar vroeg
of laat energieën in stromen.*

John Cage, Writings 1967–1972



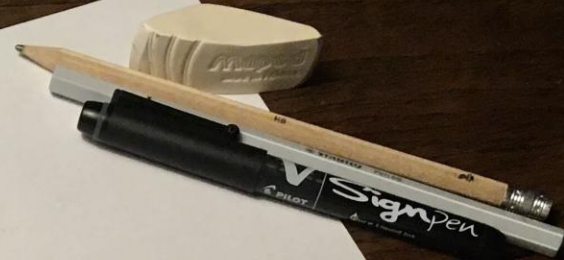
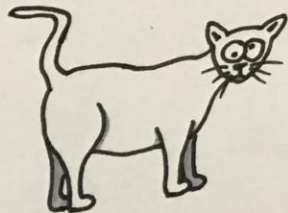
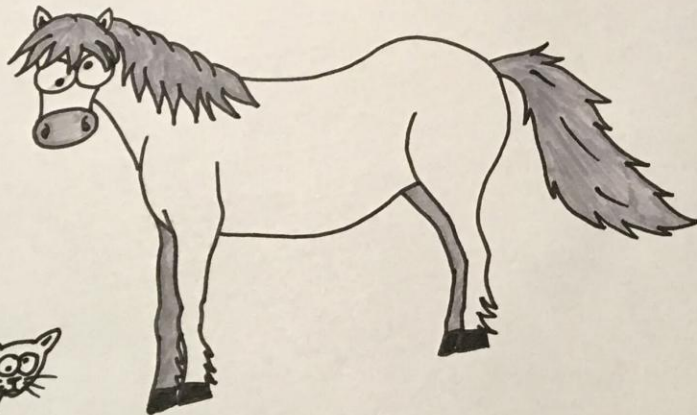
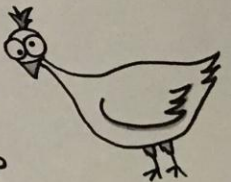
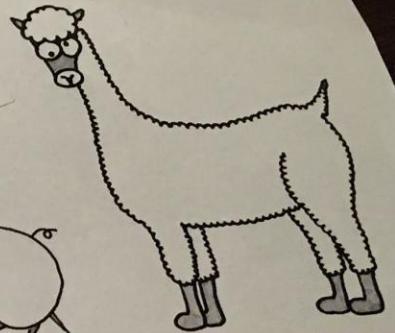
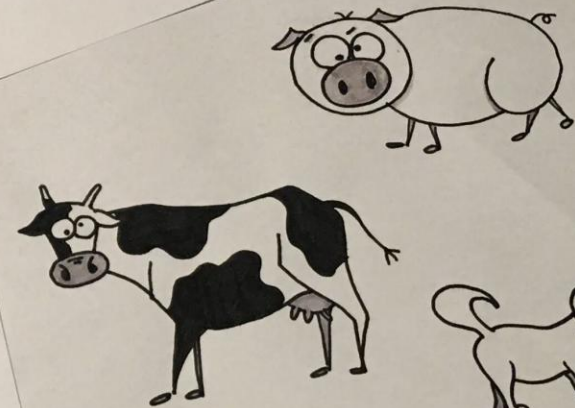
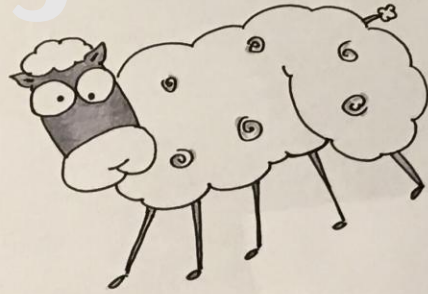
I find creativity
in many places



Nature



Drawing & colouring



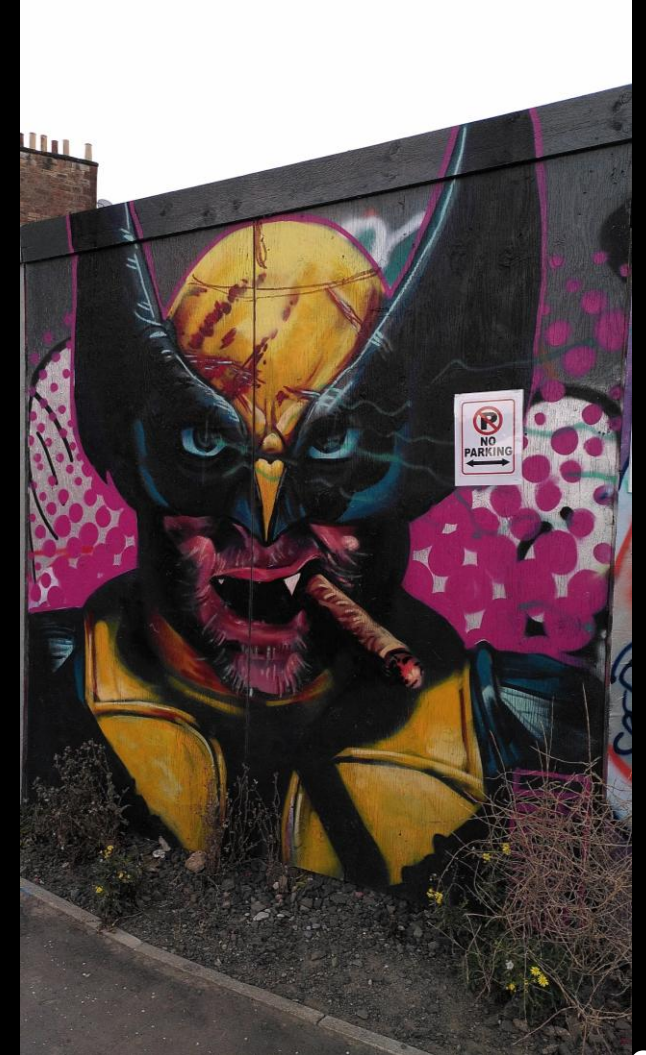
Also during meetings...



Home deco



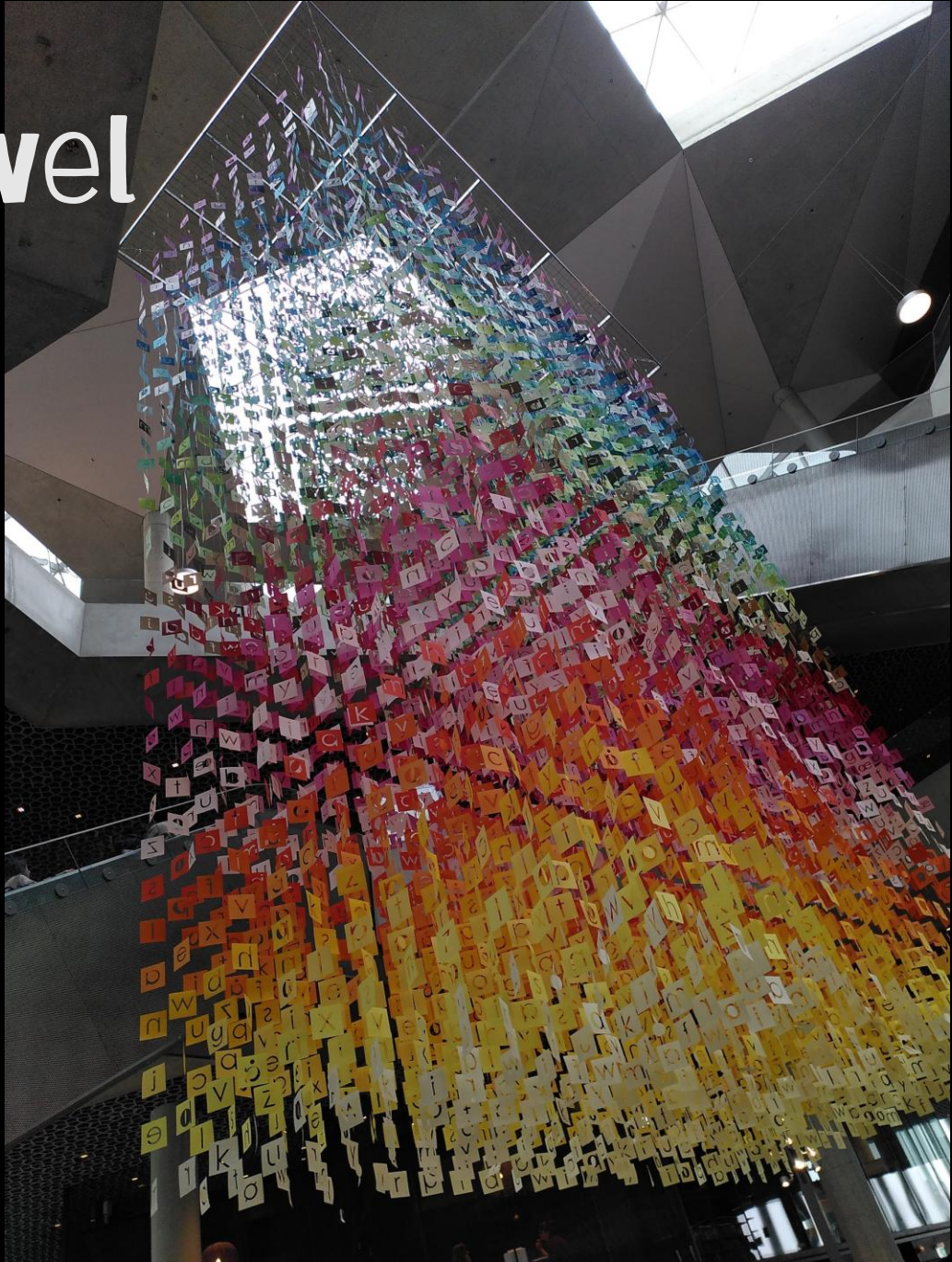
(Sometimes disturbing) Art



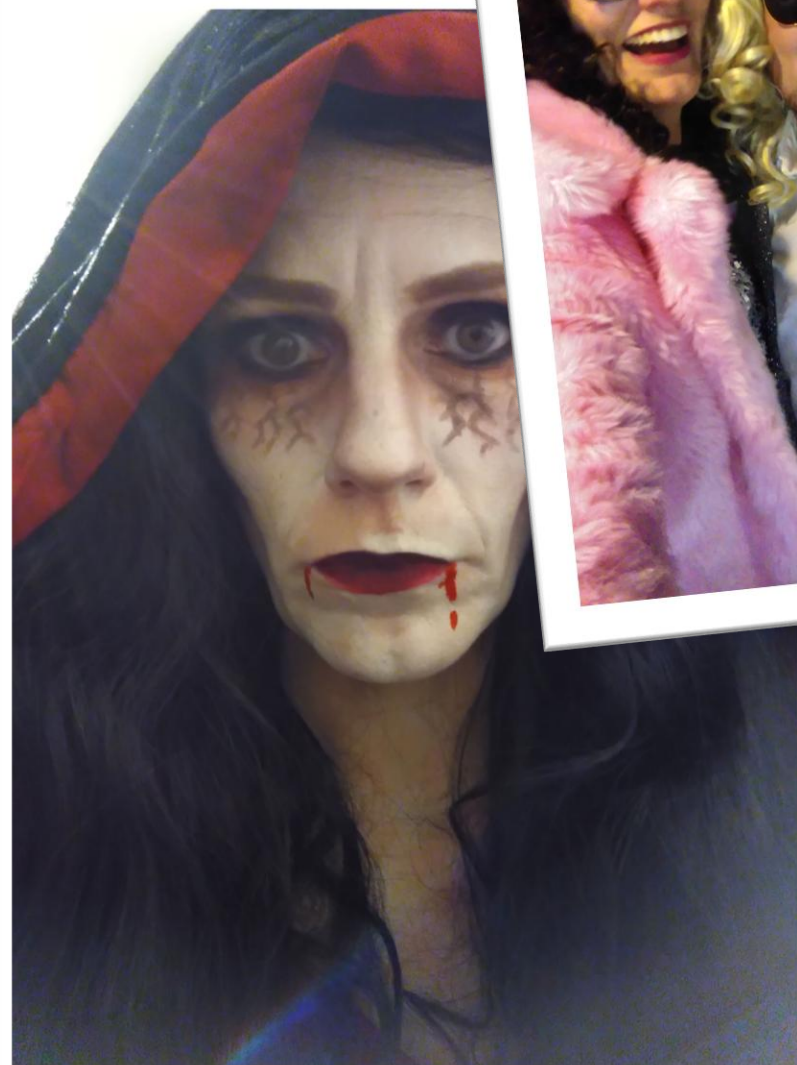
Books



Travel



Dress up!



Why do I show this?

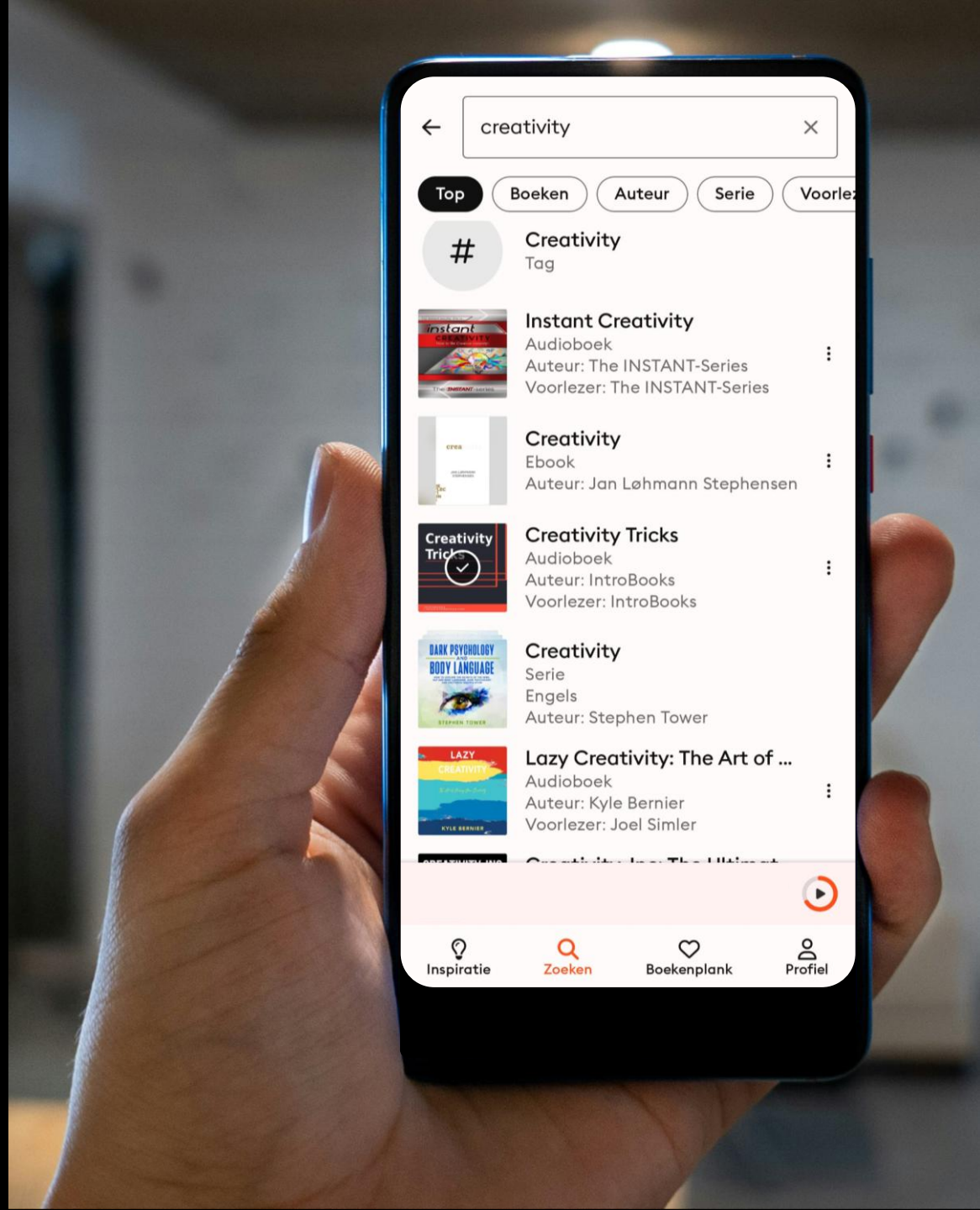


How to make it grow?

- ▶ Binaural beats
- ▶ Digital help
- ▶ Books

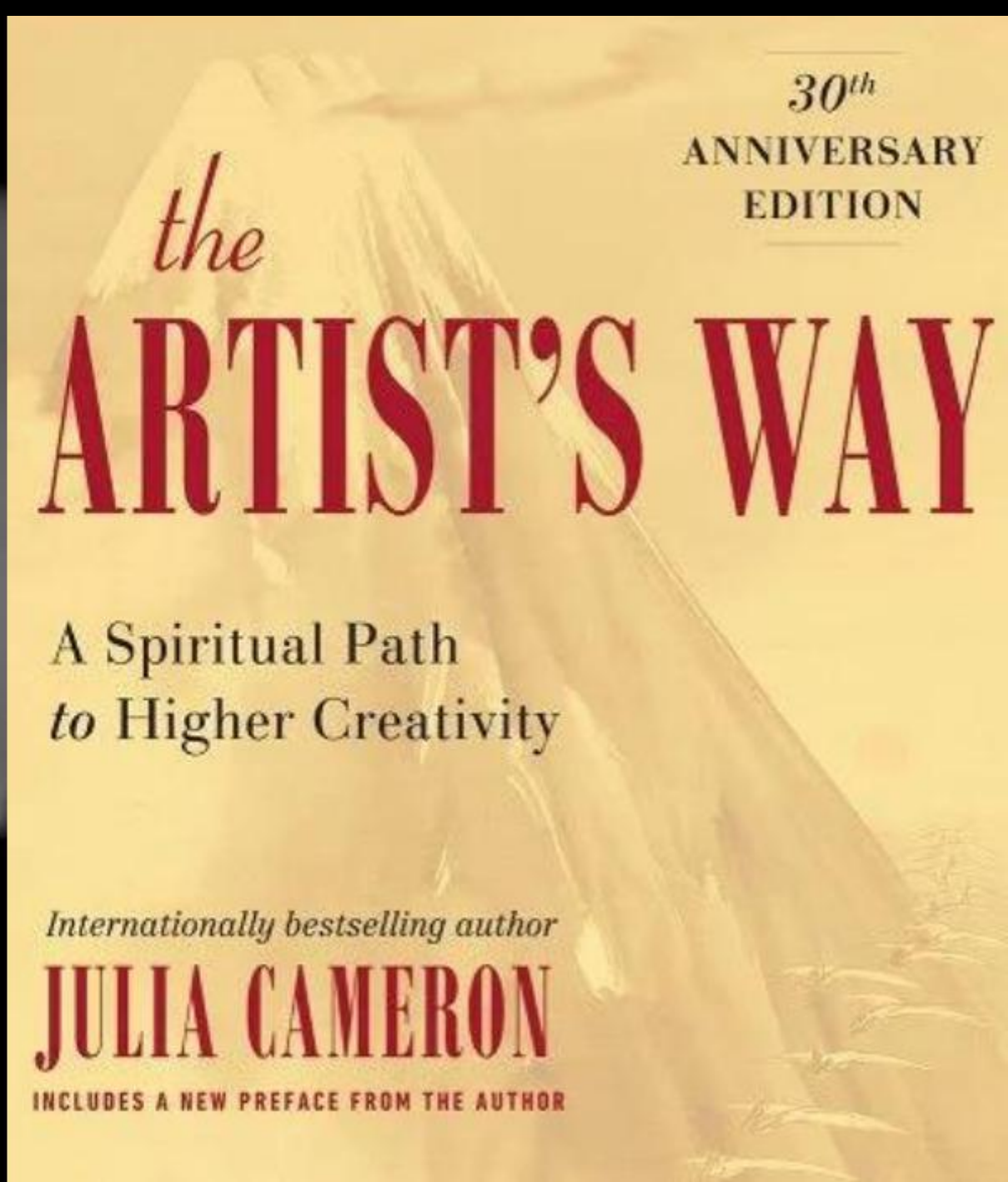


My creativity playlist





Robert Stivers



Main 'tricks'

- ▶ Morning pages
- ▶ Artist dates
- ▶ Creative affirmations
- ▶ Blasting through blocks
- ▶ Time travel
- ▶ Media/ reading deprivation
- ▶ Synchronicity
- ▶ Artist's walk



“ All creativity comes out of

inner spaciousness

-Eckhart Tolle-

Relaxation techniques

Mind-to-body

- ▶ Meditation
- ▶ Visualization
- ▶ Journaling

Body-to-mind

- ▶ Deep breathing
- ▶ Progressive Muscle Relaxation (PMR)
- ▶ Yoga
- ▶ Tai Chi and Qigong
- ▶ Massage Therapy



A serene beach scene with waves crashing onto a sandy shore under a cloudy sky. The text "Let's breathe." is overlaid in the center in a white, sans-serif font.

Let's breathe.

Sketch.

	Norway	Denmark	Sweden
2004	5	4	13
2022	8	10	15

1 min.

1 dataset 100 visualizations

1 dataset 100 visualizations

Can we come up with 100 visualizations from one simple dataset?

As an information design agency working with data visualization every day, we challenged ourselves to accomplish this using insightful and visually appealing visualizations.

We wanted to show the diversity and complexity of data visualization and how we can tell different stories using limited visual properties and assets.

Number of World Heritage Sites			
	Norway	Denmark	Sweden
2004	5	4	13
2022	8	10	15

[Learn more](#)

by **ferdio**

#1

#2

#3

#4

How to awaken it **ON DEMAND**

- ▶ Don't.
- ▶ But if you must...

Start small. Don't stop. Keep going. Don't be afraid to make stupid things. Fail. Try again. Laugh. Take different angles. Talk to people. Find inspiration. Throw it out the window. Start again. Hang in there. Take a break. Eat. Walk. Smile. Go with the flow. Sleep. Be kind. Love the process. Use imaginary superpowers. Listen to music. Shower. Change the view to change the brain. Get lost. Explore. Be curious. Be brave. Create.

When it all comes together...



Start every day with
some creativity



Break with your routines



Create space for new
ideas

THANK YOU

“You can’t use up creativity.
The more you use,
the more you have.”

– Maya Angelou





My creativity playlist



My LinkedIn

