

Name: \_\_\_\_\_

# Stimulating Your **CREATIVITY FILTER**

or the innovative spirit needed to generate solutions and solve complex problems



Mr. Fundy's  
**Read-to-Succeed**  
CHALLENGE

## Introduction

Reading impacts the mind — and gut — in mysterious ways. Eighty percent of the brain consists of the cerebral cortex, which includes the frontal lobe, temporal lobe, parietal lobe, and occipital lobe (see Figure 4.1). It's amazing how a key concept or lesson learned in a good book can send the mind, and gut (aka "the second brain"), on a thrill ride. That thought or idea creates a lightening speed, chain reaction. To inspire someone clearer. To travel somewhere quicker. To build something better. Welcome to the creative world of reading and writing.

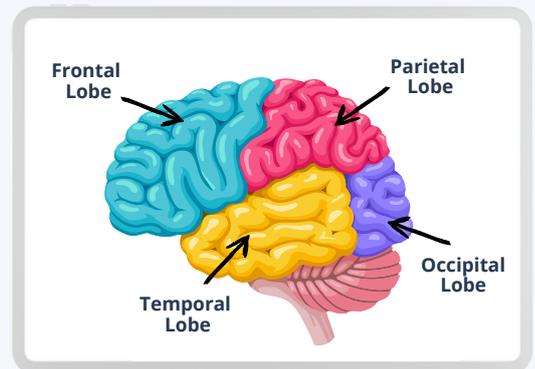


Figure 4.1

*Aha moments.* These breakthrough insights come in the form of pictures or images (occipital lobe), feelings or movements (parietal lobe), sounds or smells (temporal lobe), and steps or strategies (frontal lobe). Inventions are motivated by aha moments. Investments that produce legacy wealth are activated by aha moments. Invitations to achieve purpose in life are captivated by aha moments. Thanks to reading, what can be seen, felt, planned, and remembered can help us establish new wiring pathways in the brain. But do we really appreciate the gift offered to maximize our brainpower or storage ability in a world that offers shortcuts and short-circuits in abundance? Remember: the path of least resistance is a long journey, and a power outage cuts off the lightbulb of creativity.

## Let's Do Some Work

# 1.

Think about the aha moments you've benefitted from while (or after) reading an inspirational book. Identify three aha moments that impacted your life in a positive way or profound manner. Don't hold back in your descriptions or details. (Questions to jog your memory: How did the book make you feel? What did the book help you learn? Why did the book cause you to be better? Who did the book help you become? Where did the book transport you in life?)

**Aha Moment #1**

**Aha Moment #2**

**Aha Moment #3**

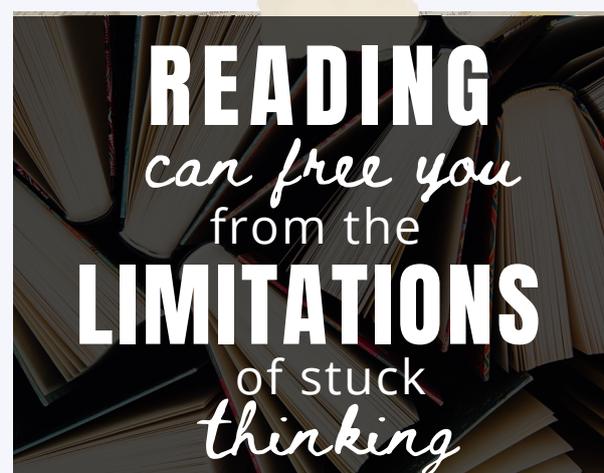
## Aha! Moment Inspiration Wheel



### Want to Be Set Free From the Limitations of Stuck Thinking?

Reading can help you connect the dots just when you're ready to give up. An *idea* pops in your head to try something different. Or a *goal* surfaces to see problems from different angles. Perhaps a *dream* is remembered to be a more committed student, a more involved parent, or a more dedicated employee. For the ambitious type, that aha moment pushes you into the entrepreneurial pool as a business owner. Ideas, goals, or dreams can assist us in identifying our beliefs, principles, and values. Let's break these down. *Belief* is the worldview that shapes you. A *principle* is a rule or standard that guides you. Similar to a principle but quite different, a *value* is a priceless attribute or virtue that sustains you.

Next up in the Aha Moment Inspiration Wheel: the triple-A "act." An *action* is what you do. An *activity* is how you behave in carrying out an action, hopefully with an excellent attitude. An *activation* is the motivation behind the action and activity that keeps you focused on completing the last leg of the aha moment journey — the A.I.M. And reading can help you hit the target, even if it's moving. A laser-like focus is required in this final stretch, your biggest test. You're here; don't back out now. I (Mr. Fundy) will coach you through this process. You got this!



*Achievement*, the "A" in A.I.M, is what you've accomplished for putting in the work throughout your aha moment journey. Congratulations! *Improvement*, the "I" in A.I.M, is how you've grown personally or relationally in your achievement pursuits. Outstanding! Achievement and improvement are past tense. Did you catch this? *Measurement*, the "M" in A.I.M, is the tool you'll repeatedly use to track, train, and trace where you go and grow in life. Of course, measurement is future tense. Bon voyage!

Before we dive into the second writing assignment, let's give credit where credit is due: to the authors of good books that have inspired us. As an author of several books myself (Mr. Fundy), writing with the intent to engage, equip, and empower others is no easy task. Time for you to put on your creative author hat to motivate the masses. Using the Aha Moment Inspiration Wheel, follow the examples set forth and provide a motivational script and storyline that aligns with each phase of the journey. To challenge yourself, mix and match the components of each phase to test your creativity as an "outlier" author, a writer who refuses to settle for the status quo (aka being average).

— “ —————  
The desire to reach for the stars is ambitious. The desire to reach hearts is wise.  
— Maya Angelou  
————— ” —

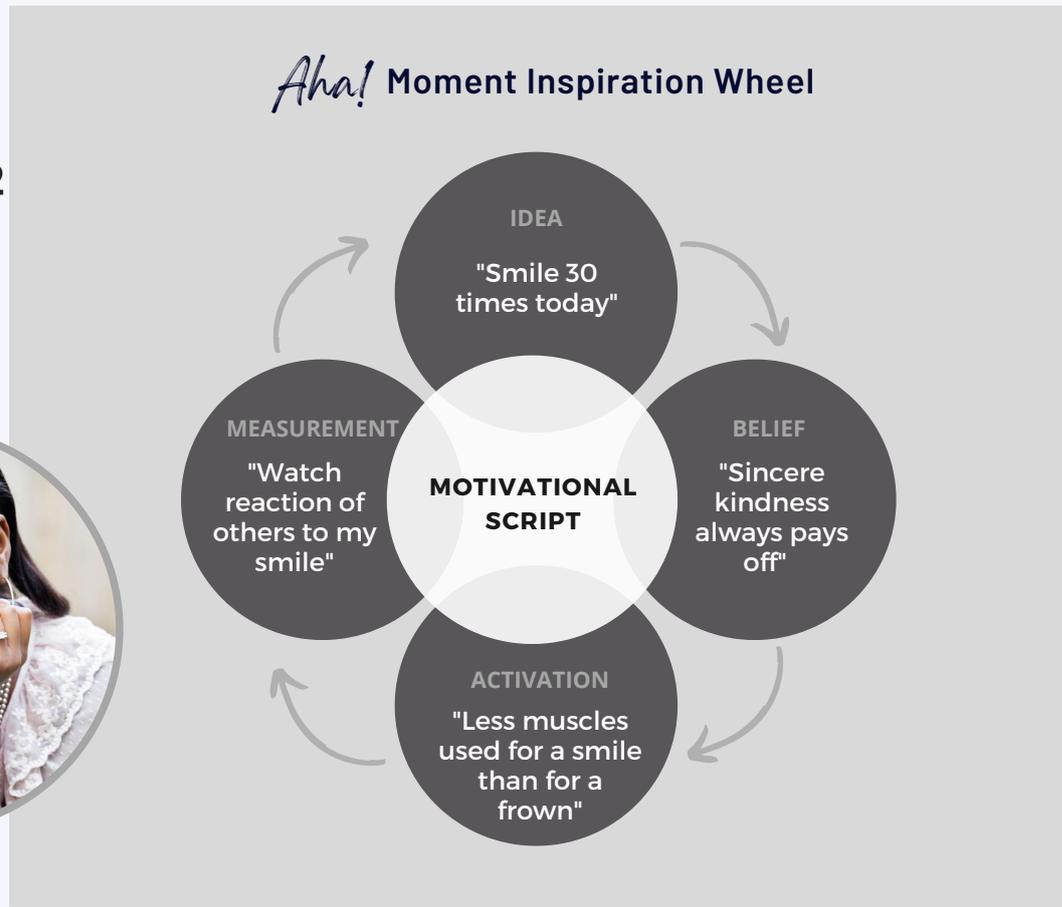
Example #1



**STORYLINE:**

"It's no secret; vegetables are important for better health. Very few people consume enough vegetables each day, especially those in the cruciferous family (broccoli, cauliflower, brussel sprouts, asparagus). After one week, I feel amazing! I have more energy and peace of mind. Lastly, I'm sleeping like a baby." — Nicole L.

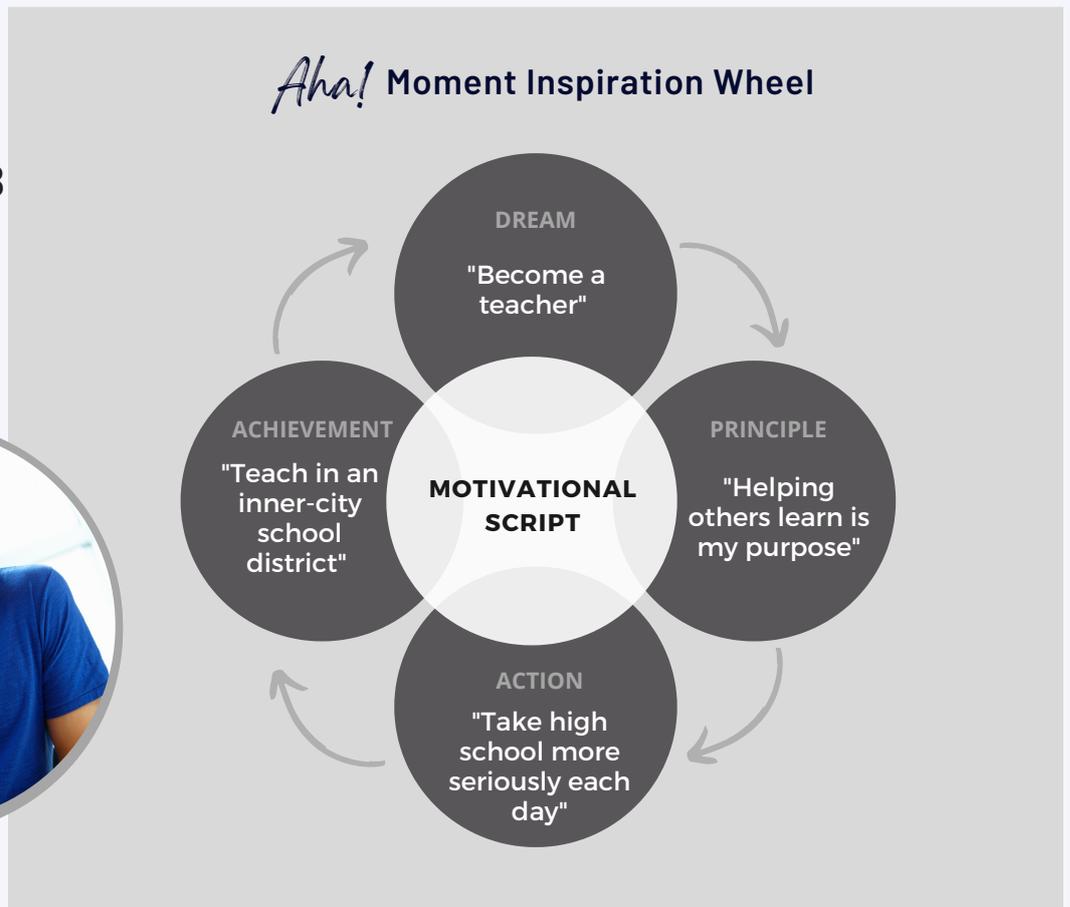
### Example #2



#### STORYLINE:

"An idea came to me to smile at least 30 times today. Why? Because kindness always pays off. Did you know more muscles are used to frown than to smile? Of course, I can't wait to see if their facial expression mirrors my smile." — Naomi A.

### Example #3



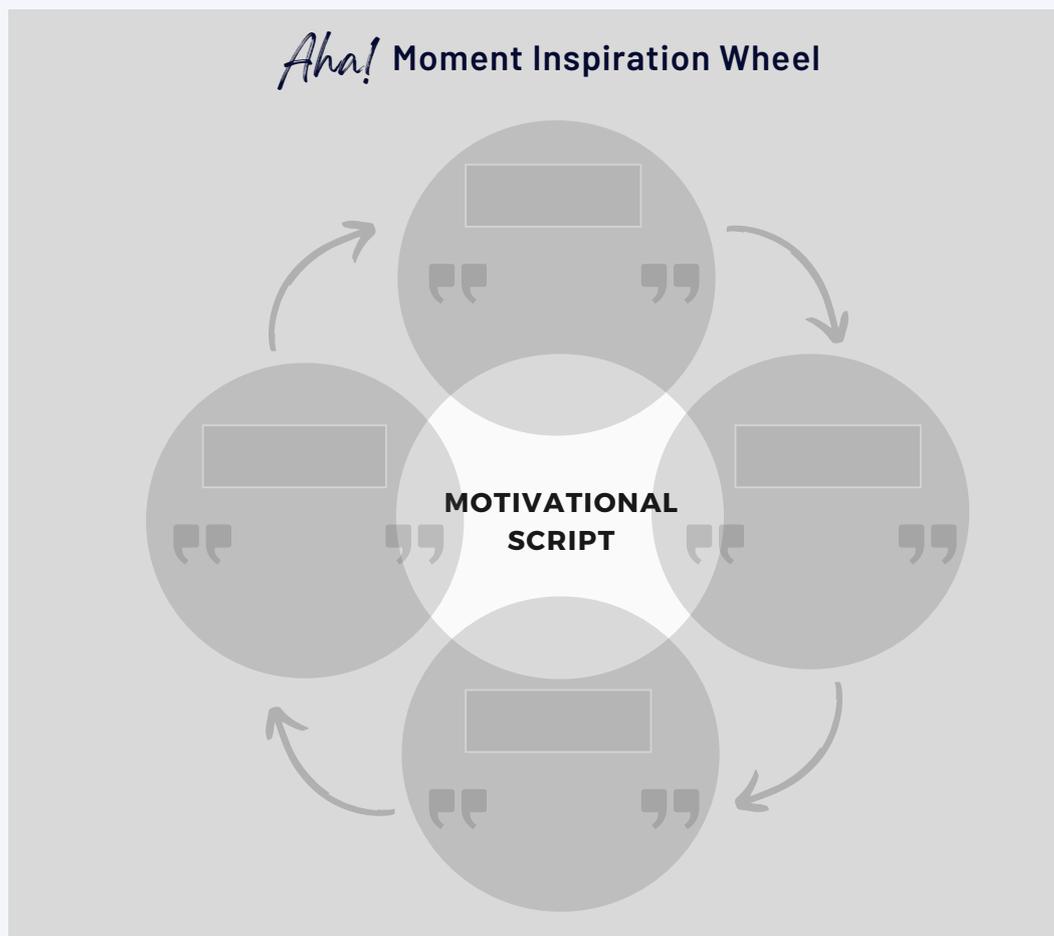
**STORYLINE:**

“It is my dream to become a teacher. I believe I was born to teach. However, I need to do a better job in school. One day, I’ll be teaching kids in an inner-city school district from similar backgrounds as mine.” — Angel J.

**2a**

Ready? It’s your turn. Add your special touch and make it personal to you. Don’t sell yourself short in being authentically creative.

**Your Turn!**



**STORYLINE:**

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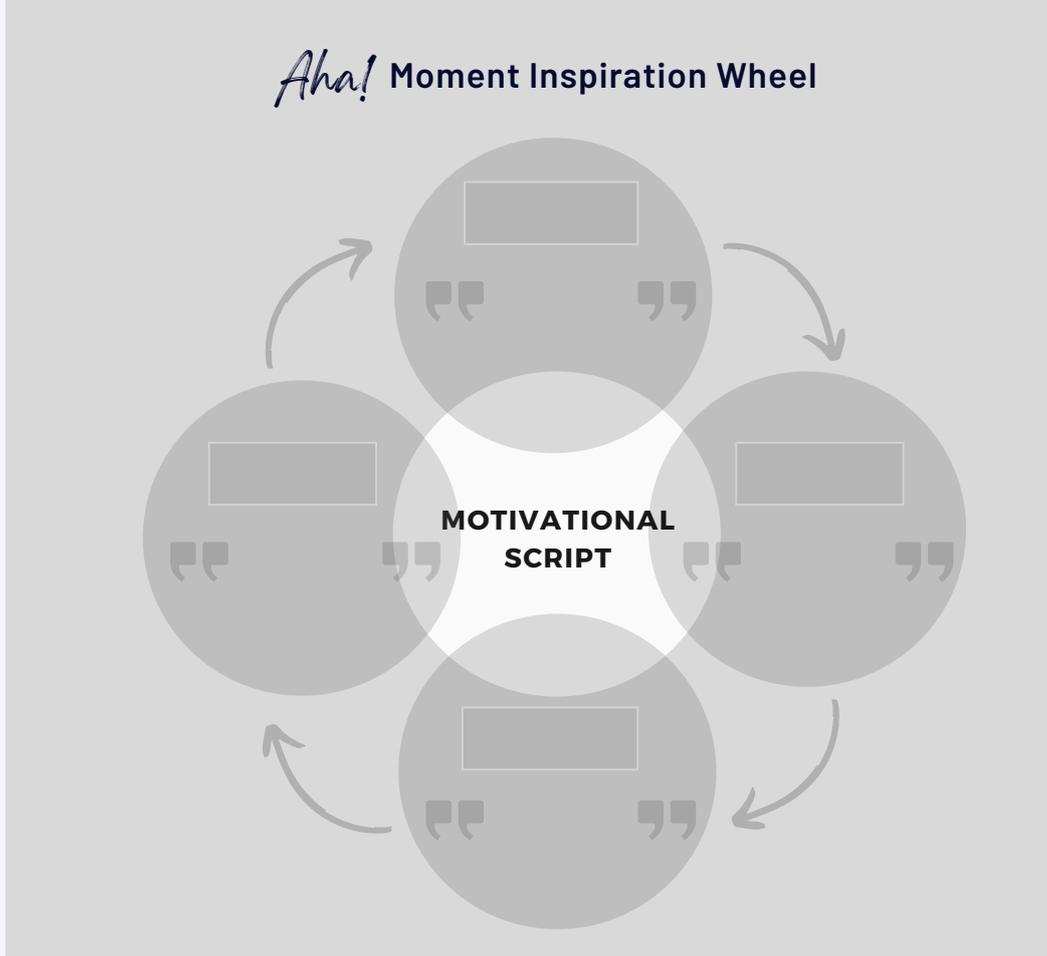
**2b**

Alright, you’re getting the hang of it. Now, step up your creativity game even more this second go-around.



# Aha! Moment Inspiration Wheel

Keep Going!



**STORYLINE:**

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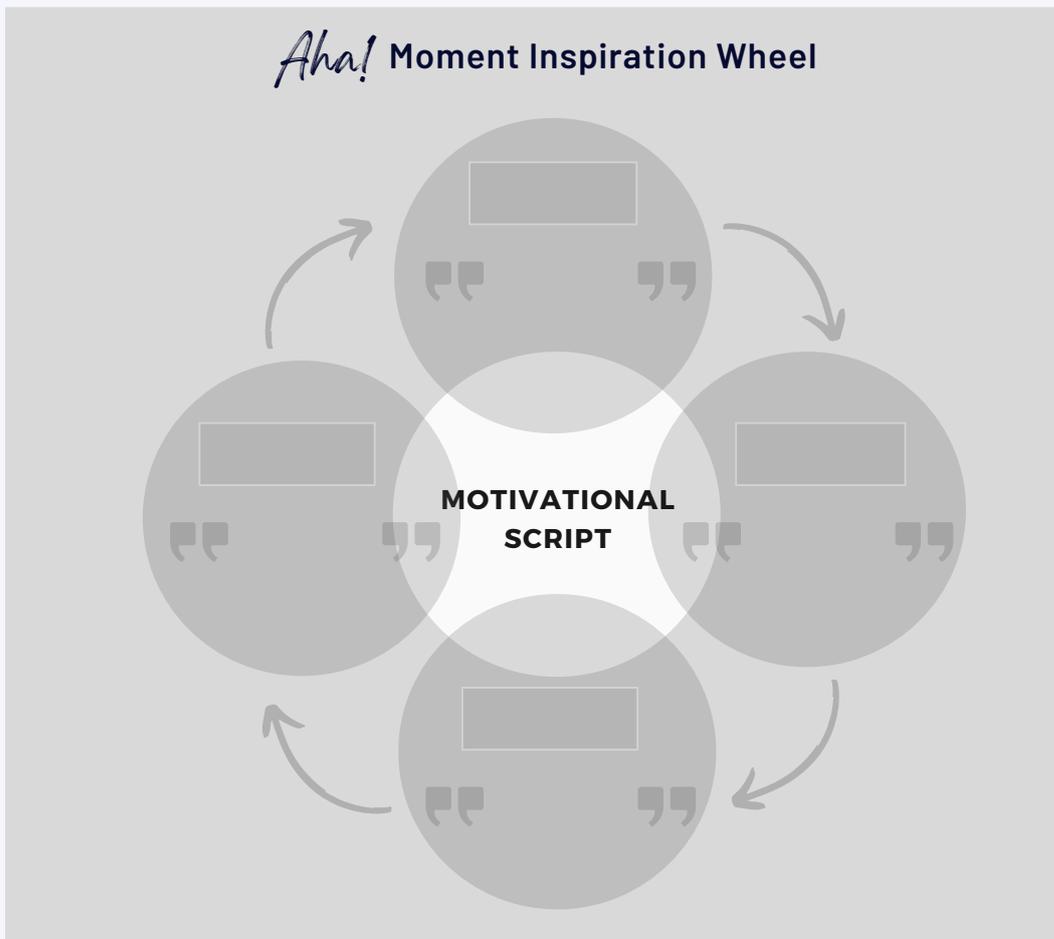
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**2c**

You're becoming a pro in scripting your aha moments. But I know this last go-around will be your best. Let's see what you've got.

# Aha! Moment Inspiration Wheel

Way to Go!



## Our Sense of Taste and Smell Through Words

In this last exercise, we're going to discuss food. I (Mr. Fundy) eat to live but certainly love to eat. In fact, I am fanatical about what goes into my body, nothing fake or artificial. And as a poor kid from the ghetto, I devoured books; they were nourishment to my biochemical soul. Thus, authors are inspirational chefs. With the right ingredient mix, an impactful book can be the feeder for a reader throughout one's lifetime, figuratively that is. Pay careful attention to the three examples below and create inspirational dishes with nutritional benefits that Bobby Flay couldn't beat on his best day. Of course, keep your ingredient list "clean," with no additives or preservatives. Got it? Let's go!

### Example #1

*Mr. Fundy's*  
Inspirational Dish

**"The Appetizer"**

INGREDIENTS

3 Cups of Fortitude	→ Make or Break Environment
2 Tablespoons of Compassion	→ Pain Forgiveness
1 Pinch of Confident Hope	→ Wounds of a Salty Life



#### NUTRITIONAL BENEFITS:

**Fortitude:** Without determination, padlocks are placed on the doors of difficult situations to keep people locked in. To get out, you must get going but your room for error is extremely small. The Three Pillars of Determination: don't take things personally, stay the course, and let go of what's behind you to grab ahold of what's in front of you.

**Compassion:** This is a two-sided coin. Present pain needs a caring heart, and a caring heart requires an empathetic soul. The wounds of a salty life can produce a lifetime of bitterness.

**Confidence:** Self-assurance is needed to keep hope alive in a hope-deprived setting. Without it, bitterness steps in but rarely steps out. However, watch out for The Overconfidence Trap: arrogance. Just enough confidence but not too much is ideal.

## Example #2

*Mr. Fundly's*  
Inspirational Dish

"The Main Course"

INGREDIENTS

5 Cups of Skill Building	→ Good, Better, or Best Options
4 Teaspoons of Forecasting	→ See It to Believe It
1 Dash of Consistency	→ The Momentum Booster



**NUTRITIONAL BENEFITS:**

**Skill Building:** Good skills get you out of a bad situation. Better skills coach you through a bad situation. Best skills provide others with your preventative recipe to avoid a bad situation.

**Forecasting:** The "tease" in a brighter future is how you picture it unfolding. This can feed your *ability* to endure, your *reliability* in being there for others when they're not available for you, and your *durability* to keep the word of progress close to your heart when the world of distress is closing in on you. Readers are leaders, and leaders are feeders.

**Consistency:** Once this is set in motion, it's a beautiful thing to behold. It's a belief system. It's the principle of the matter. It's the value of excellence personified that defines "outliers," people who don't have to feel a certain way to do a great thing.

## Example #3

*Mr. Fundly's*  
Inspirational Dish

"The Dessert"

INGREDIENTS

3/4 Cup of Aspiration	→ Bigger than a Dream
6 Fluid Ounces of Trust	→ Process = Progress
1 Smidgeon of Favor	→ Just Give Me a Chance



## NUTRITIONAL BENEFITS:

**Aspiration:** Without a guaranteed payoff — the end result of “sweat equity” or hard work — the opportunity to turn back is always an option for most individuals. And a dream that doesn’t cost you something is at best a goal, and at worst an idea. Please note: An aspirational target zone will stretch you beyond your personal growth zone.



**Trust:** Successful people understand process. It’s arguably the number one key they use to achieve a desired outcome. Process can be described as a consistent routine, method, or course of action taken. Once you identify a winning process, your progress will soon follow. Trust the process and the process will take care of you.

**Favor:** Think privilege, preference, and partiality. Big words for some people, but they all point to “chance.” The chance to make a sport’s team. The chance to receive a job promotion. The chance to read a good book. Savor the favor of flavor, as in the taste of your aspirational successes.

# 3a

Ready to serve up your first inspirational dish, “The Appetizer”? It may seem daunting or challenging, but if you’ve worked through the first three Mr. Fundy’s Read-to-Succeed Challenge worksheets, you’ll master this three-round assignment as well. Let creativity and authenticity feed you so that others are fed. (Measure up to inspire up!)



# Your Turn!

Your Name

**Inspirational Dish**

**"The Appetizer"**

INGREDIENTS

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<input type="text"/>	→	<input type="text"/>
<input type="text"/>	→	<input type="text"/>



**NUTRITIONAL BENEFITS:**

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# 3b

Not too bad. Pick up your creativity and authenticity game even more in this second round, "The Main Course." Alright, you're getting the hang of it. You can do this!

# Keep Going!

Your Name

**Inspirational Dish**

**"The Main Course"**

INGREDIENTS

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<input type="text"/>	→	<input type="text"/>
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**NUTRITIONAL BENEFITS:**

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**3c**

This is it, the last creativity and authenticity assignment. Yes, three times a charm! For some, it'll be easier; others may find it much tougher to add another course to an impressive, inspirational meal. But rest assured, you have what it takes to whip up "The Dessert."

**Complete. Great Job!**

**Inspirational Dish**

"The Dessert"

INGREDIENTS

	→	
	→	
	→	



**NUTRITIONAL BENEFITS:**

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Be sure to move on to worksheet #5, *Fine-Tuning Your Capacity Filter*.