

DOODLING – IT’S NOT JUST FOR KIDS ANYMORE

by Craig M. Cortello

Remember the kids in school who were always doodling in the margins of the notebook while the teacher was talking? You and your teacher thought they were slackers - children with short attention spans who wouldn't amount to anything. Well maybe those kids were smarter than you think.

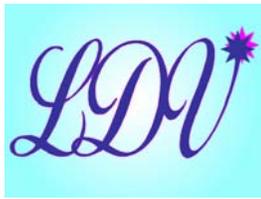
The concept of mind-mapping has been gaining credibility in the business community as an effective methodology for facilitating brainstorming sessions. It's a creativity technique that uses a combination of pictures, words, and connecting lines that are representative of a person's thoughts, usually radiating from a central theme. Leonardo da Vinci, one of history's foremost creative geniuses, used the concept extensively in formulating and refining his ideas, theories, and inventions.

We tend to think in pictures. The next time you have to put together a presentation, speech, or report outline, try doodling a bit on the page. Use a variety of different colored writing implements.

Kicking in the artistic synapses in your brain can help awaken the creativity in you. Worry less about structure or editing the material you're trying to compile at first and just get as many ideas on the page as you can. And in your quest to tap into your dormant creative abilities, never be afraid to be a kid again!

ABOUT THE AUTHOR:

Craig Cortello is the President and founder of La Dolce Vita Enterprises, a consulting and training firm that assists companies in creating productive and imaginative work environments that encourage innovative business solutions. He is also the National Sales



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Manager of Trinity Consultants, a nationwide environmental consulting firm, an author, and an accomplished musician. He credits much of his success in the business world to his creative spirit that was cultivated through exposure to music and the arts.

Craig is a proud resident and native of the New Orleans metropolitan area, and a Hurricane Katrina survivor!

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