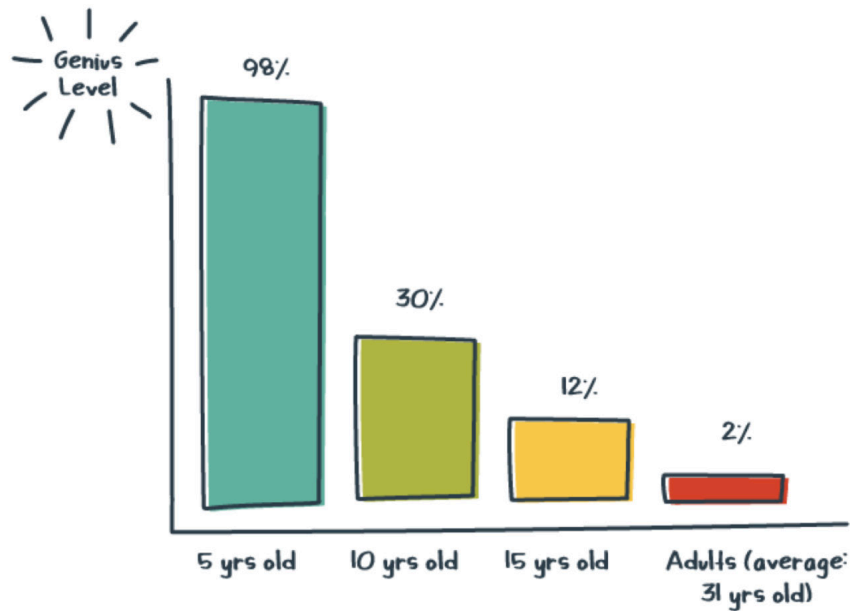




## "YES, AND"

### CREATIVITY IN KIDS AND ADULTS:



### Creativity is Hard

In 1968, Dr. George Land created the "Imaginative Thinking NASA Test" to help hire the most creative candidates. In a multi-year study, Dr. Land had 1,600 kids enrolled in Head Start take the test. The results were surprising. As we age, our creativity tends to decline.

### Types of Brainstormers

We all play different roles in ideation.

- **Green Light Brainstormer**  
 Fast thinking, good at coming up with lots of ideas!
- **Yellow Light Brainstormer**  
 Builds and riffs on ideas to make them stronger.
- **Red Light Brainstormer**  
 Helps keep us grounded in reality, thinks through possible limitations and challenges.



## "YES, AND"



### BRAINSTORM BOOSTER

Idea Improv | 20 minutes

#### ACTIVITY

"**Yes and...**" is a technique in improv that suggests that an actor accepts what the other actor in the scene has stated, then expands on that line of thinking.

Let's try it to build on some ideas!

### Instructions

- In your group, pick out the concrete ideas.
- As a group, choose one idea that the group will build on. Write it down.
- Go around the group. Each person will add or change something to the idea.
- Start every build by saying: "yes, and..."
- Build on as many ideas as you can in 20 minutes.

### Example

*What if there was a food truck that delivers meals?*

**Yes, and...**

*It's a food truck that delivers meals to families after school!*

**Yes, and...**

*They offer late night meals on the weekends to pay for families' meals during the week!*