

**Skills**

**Creativity,  
communication,  
research,  
analysis,  
extrapolation**

# INVENTIVE COMMUNICATION

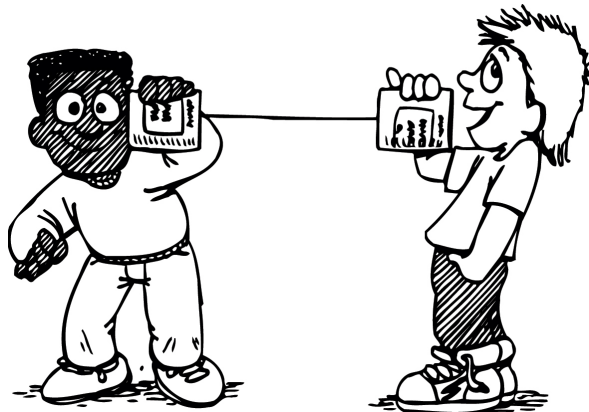
*Innovation is not just nuts and bolts. Some of the world's greatest inventions have nothing to do with blueprints or metal alloys. Henry Ford, for example, revolutionized industry with his human resource policies, like increased wages, healthy work environments, and performance-related promotions. George Washington Carver's information bulletins for farmers were successful because they broke new ground – and included recipes and practical advice, as well as the latest scientific discoveries. Democracy is an invention. So is mathematics. And the alphabet.*

*You can practice innovation, even in English class. In fact, communication is integral to virtually every human endeavor, so you'll always find a use for any creative communication techniques you develop.*



## Your Task

The first tin cans were made in England in 1813. They used to preserve food and were carried by soldiers. **Communicate** to your classmates the benefits of the tin can in as innovative a way as possible.





# INVENTIVE COMMUNICATION

Here are some suggestions for how to become an inventive communicator..

- List all the ways that humans receive information (e.g., eyes, ears)
- List all the physical tools humans have to communicate information (e.g., bodies, faces, language)
- List as many of the ways that you know humans communicate in your society (e.g., talking, acting, painting, email, twitter)

Take a look at all these lists. Does some new twist on an old theme come to mind? Can you combine various tools and methods to make something new? Are there any modes of receiving or means of communicating that are not usually utilized to communicate facts that you could apply to this challenge?

Once you've thought this through, here are some other ways you can get creative, all of which have been used by great inventors:

- Talk to your family and friends and bounce ideas off them; many people's creative side comes out when they're "thinking outloud"
- In a group of classmates, do a formal brainstorm. Participants can shout out anything they like, and it is all written down. Feed off each other's ideas, nothing is too wild or crazy, and avoid deciding which ideas are not feasible until after the session is over.
- Do some research on the Internet about innovative communication (it is recommended you do this after trying the above steps first; nothing beats the reward of having your own, great idea). Artists, poets, and presenters are constantly reinventing their crafts. Try to use their inventions as a springboard for your own, instead of "copying".

