

# The Nelson Touch

## A Framework for Inspiring Higher Level Creativity

Creativity is unlocked not by limitless freedom as many people think, but by being challenged to solve specific problems. **The Nelson Touch** allows a team to generate and evaluate ideas along a spectrum and level of creativity. This tool also allows you to push yourself out of your comfort zone and disrupt the status quo - to force yourself to consider ideas you would not have considered previously. You will go far beyond conventional and uncover fresh, new ideas in three levels of creativity: **Half Nelson**, **Full Nelson**, and **Lord Nelson**.

### Half Nelson

Creativity that is:

- Literal
- Expected
- Passive
- Safe
- Status quo



50%  
Creativity

### Full Nelson

Creativity that is:

- Lateral
- Unexpected
- Assertive
- Smart
- Unconventional



100%  
Creativity

### Lord Nelson

Creativity that is:

- Lazarus
- Very Unexpected
- Aggressive
- Risky
- Far-out



200%  
Creativity



# The Nelson Touch Idea Generator Worksheet

Use this worksheet to assemble enough raw ideas for each of the three **Nelson Touch** categories. Make sure you find 10 ideas for each level of creativity, as that is the only way you will dig down deep to where the newest, most unexpected ideas can be found. And avoid evaluating your ideas too early.

**Unleash *The Creative Storm* to discover your Lord Nelson!**

## Half Nelson



Literal  
Expected  
Passive  
Safe  
Status quo

*50% Creativity*

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## Full Nelson



Lateral  
Unexpected  
Assertive  
Smart  
Unconventional

*100% Creativity*

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## Lord Nelson



Lazarus  
Very Unexpected  
Aggressive  
Risky  
Far-out

*200% Creativity*

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