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The Imposter Phenomenon:

*“That can’t be any good.
I did it.”*

A workshop that will build creative confidence.



Presented by

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A Short Story



<https://www.youtube.com/watch?v=d59trmtMcAY>



Tom Monahan

“I’m not creative enough.”

Nanker Phelge

Communication Arts magazine, 1980’s



Traits and Fears of “Creatives”

1. We believe we can do anything. **Anything.**
2. We think we might be an imposter.

The Five Fears

- The Fear of being laughed at
- The Fear of losing what you have
- The Fear of rejection
- The Fear of the unknown
- The Fear of Exposure *(Can I do it again? Or am I a fake?)*



NPR Interview

“Steps you can take to shake the feeling that you're an imposter”

Diana Opong
Dr. Andrea Salazar-Nunez
Dr. Suzanne Imes

Opong, D. (2021, Dec 2). *Steps you can take to shake the feeling that you're an imposter*. NPR



"Entertaining and enlightening. . . Might be the genre's be-all and end-all."

—TORONTO STAR

HOW TO FLY A HORSE



THE SECRET HISTORY OF

CREATION,
INVENTION,

AND

DISCOVERY

KEVIN ASHTON



The Creativity Myth

Few people can be creative.

Any successful creator will experience dramatic flashes of insight, and creating is more like magic than work.

A rare few have what it takes, and for them it comes easy.

Anybody else's efforts are doomed.

Ashton, K. (2015) *How To Fly A Horse*. Anchor Books: New York.



To create is to work
It is that easy and that hard

There is an arsenal of ways to say no to creating:

- **“It is not easy”** (*Right, it's not easy. It is work, and work is the soul of creation.*)
- **“I have no time”** (*I have no spare time*)
- **“I can't”** (*I am not special*)



Everyone is born creative; everyone is given a box of crayons in kindergarten. Being hit years later with the ‘creativity bug’ is just a wee voice telling you,

“I’d like my crayons back, please.”

Cartoonist Hugh MacLeod



Strategies What we will do today

Ideation Techniques

- Life's Universal Journey
- Random Stimulus Response
- “The Gift in the Light”



What is Creativity, really?

- Cracking Creativity:
The Secrets of Creative Genius

- Michael Michalko
2001 Ten Speed Press, Berkeley

“Seeing what no one else is seeing.”

**(Maybe we are seeing, just not knowing
what can be done with what we do see.)**



Ideation Technique #1

Life's Universal Journey

Five experiences we all share:



Ideation Technique #1

Life's Universal Journey

1. We have enjoyed cookies and milk
[cookies and milk](#)



Ideation Technique #1

Life's Universal Journey

1. We have enjoyed cookies and milk
2. We have stood barefoot in a mud puddle after a rainstorm and felt the ooze creep between our toes
[barefoot in mud puddle](#)



Ideation Technique #1

Life's Universal Journey

1. We have enjoyed cookies and milk
2. We have stood barefoot in a mud puddle after a rainstorm and felt the ooze creep between our toes
3. We have looked at a newborn's fingers and toes and said, "Man, those are tiny!" baby's fingers and toes



Ideation Technique #1

Life's Universal Journey

1. We have enjoyed cookies and milk
2. We have stood barefoot in a mud puddle after a rainstorm and felt the ooze creep between our toes
3. We have looked at a newborn's fingers and toes and said, "Man, those are tiny!"
4. We have accidentally (or on purpose) had a dog or cat lick us right in the face
right in the face.



Ideation Technique #1

Life's Universal Journey

1. We have enjoyed cookies and milk
2. We have stood barefoot in a mud puddle after a rainstorm and felt the ooze creep between our toes
3. We have looked at a newborn's fingers and toes and said, "Man, those are tiny!"
4. We have accidentally (or on purpose) had a dog or cat lick us right in the face
5. We have rolled down the window in a car going down the highway and "flown" our hand in the wind
"flown" your hand in the wind



Life's Universal Journey

- Opening an Oreo to get to the icing
- Fallen leaves under your feet in October
- A fire truck siren somewhere behind you in heavy traffic
- Walking into a spider web
- The color of last night's sunset
- A 404 Error on your computer screen



Life's Universal Journey

Discussion:

Shared experiences, sights, sounds and smells are the foundation of storytelling. They make us feel connected to others' ideas. They make us feel smart and proud of ourselves that we understand others' ideas.

These experiences create memories and become triggers and metaphors we can apply to our personal and business communication.

Do you have distinct, powerful memories that others might relate to?



Ideation Technique #2

Random Stimulus Response

Connecting the Unconnected
to generate novel and unpredictable ideas

List characteristics, features, aspects

Find the essence and force connections

Create many connections



Ideation Technique #2

Random Stimulus Response

Random Objects



Ideation Technique #2

Random Stimulus Response

Random Images



Roundtable Discussion

Tailfeathers

[Tailfeathers-1.0-Complete-Aug29.pdf](#)



Ideation Technique #2

Random Stimulus Response Random Words

wastebasket	worm	podium	tile	drill
watch	planet	scotch	piano	orange
flag	opera	hat	skyline	tobacco
helmet	chameleon	jet	creek	myth
cactus	wart	soda	snow	journey
eye	griddle	ballet	boot	lips
pot	candle	shotgun	helicopter	watermelon
wedding ring	banjo	dirt	fishing pole	knee
wine	anteater	cream	rice	swamp
taxes	tent	skin	puddle	furnace
merchant	wig	fertilizer	scallop	forecast
box	deodorizer	feast	pumpkin	grid
willow	news	cigar	plumber	herring
stick	display	ornament	lounge lizard	warrior
canteen	internet	disease	official	occult



Group Think

FIVE GROUP GENERATED WORDS

LIST CHARACTERISTICS

CONNECT THE UNCONNECTED



Group Think

FIVE GROUP GENERATED WORDS

LIST CHARACTERISTICS

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**DISCOVER A STRATEGIC CONCEPT
FOR A STARTUP COFFEE SHOP HERE
IN MORGANTOWN, WEST VIRGINIA**



The Gift in the Light

Writing is a Muse for many people

Write and share as you care to

You are in your favorite or sacred space.

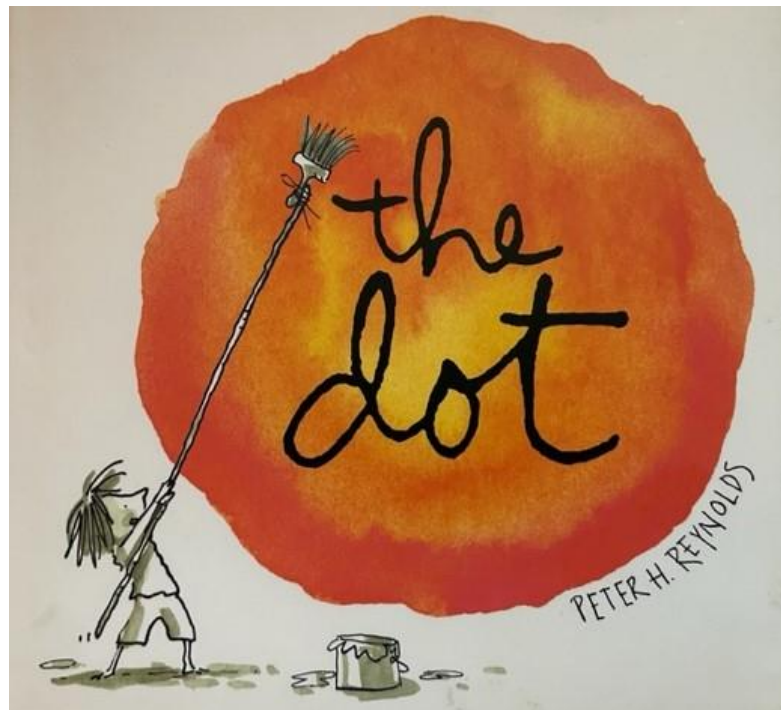
A messenger comes to you and takes you on a journey.

At the end of the journey is a light and within that light is a gift.

- Tell us where you are:
- Describe the Messenger:
- Where did the Messenger take you?
- Describe the Light:
- What was the Gift and what are you going to do with it?



If you created a Gift in the Light story, please sign it.



Takeaway

We can all create.

**Not one of us is an
Imposter.**



Feedback!

