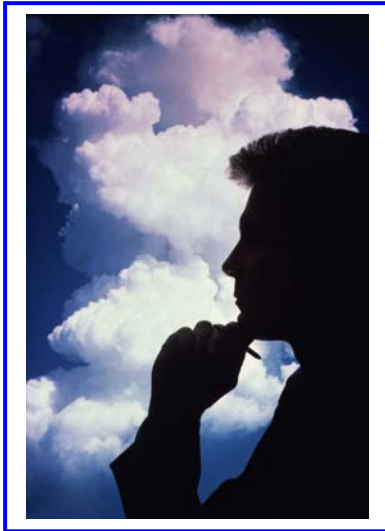


The Creative Process: Phase 2 - Incubation

After all of the resources have been gathered, the next phase is called Incubation, where the data is digested and considered. Not just merely the act of thinking, Incubation covers the entire aspect of creating a nurturing environment in which to think.



The evidence of a great environment for creativity to flourish can come in the form of ample time given for the development of ideas - that includes the removal of pressure to produce results. A great environment would have a setting conducive to thinking, and meeting, and conversing with people in comfortable areas. This environment should have related examples, reference sources, and tools to enable a person to get thoughts out of their head as they hope to have ideas germinate inside their heads.

People have many different surroundings to spur their creativity. It may be time in their car, time spent fishing, a long walk, vigorous exercise, maybe even a nip of absinthe. Whatever it is for you, Incubation is the time and place to let your mind work its magic.