

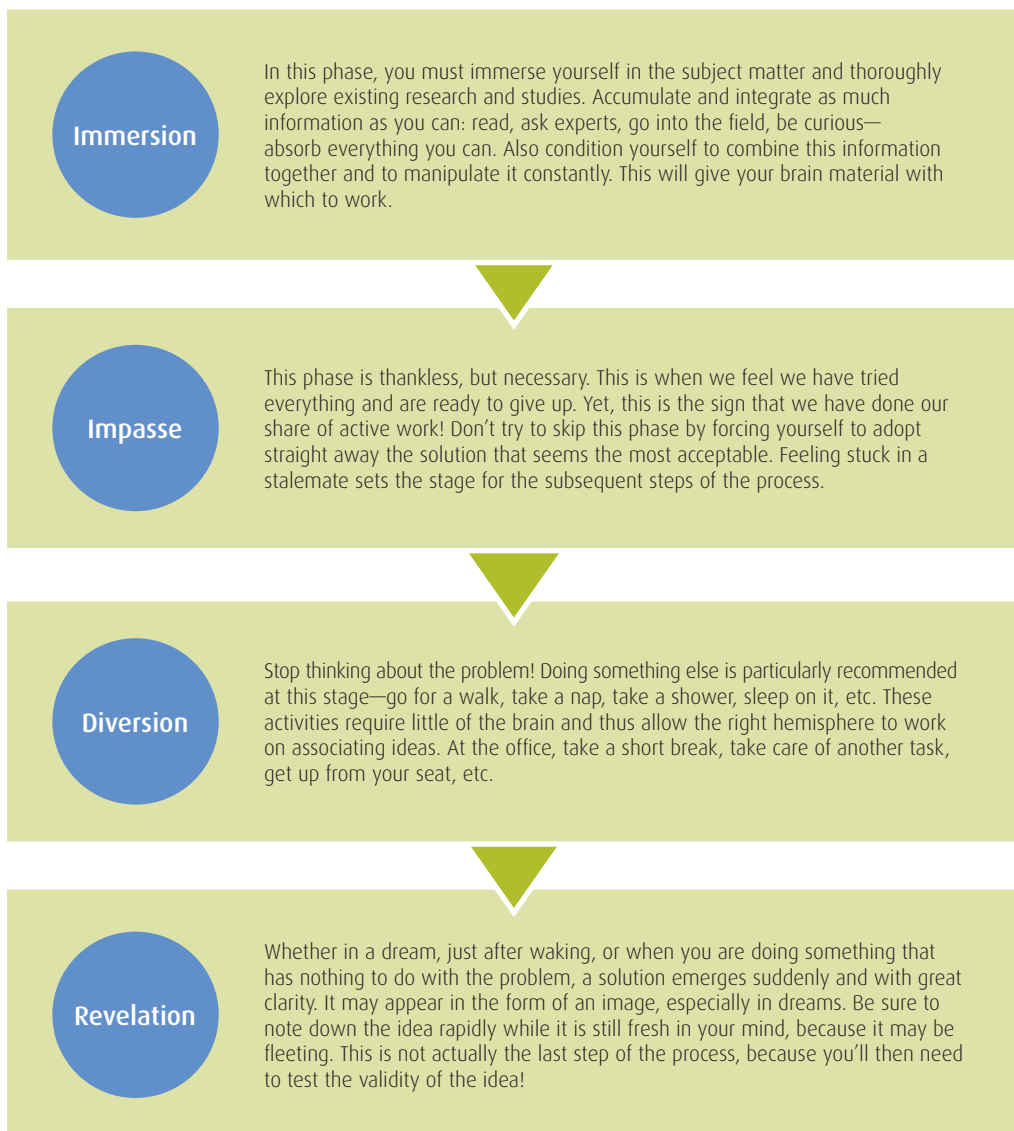


Four steps to stimulate the **creative spark**

The challenge

“Eureka moments” are times when we suddenly find the solution to a complex problem. We feel we are at an impasse and are about to give up, when suddenly an original solution pops into our mind and seems crystal clear and perfectly obvious. These insights seem to come out of the blue. In reality, they result from a four-step process which we can try to reproduce when we are confronted with new problems.

Follow a step-by-step process



Based on **The Eureka Factor**, John Kounios, Mark Beeman, Random House, 2015.