



Human Optimization

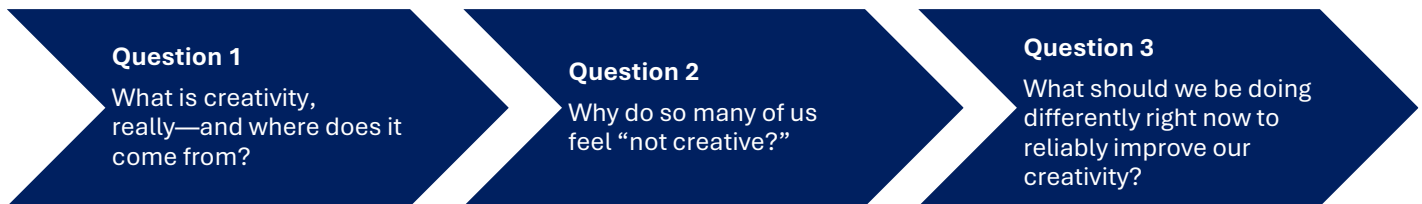
Pod Club Discussion Questions



E50 How to Be More Creative and Get Yourself Back Outside the Box

Guest: Cal Aurand, Creative Director – Communications | Mayo Clinic – Rochester, MN

The three big questions explored in the podcast:



Discussion Questions:

1. Cal Aurand defines creativity as a verb, emphasizing action, curiosity, and personal experiences. What is one thing Aurand described that was a new idea to you?
2. The podcast suggests that structure can be a key to creativity. In what ways might structure or order enhance your own creative process?
3. Cal shares that his best ideas often come from listening to others' needs and conversations, rather than solely from introspection. How can actively listening to others unlock your own creative potential?
4. The idea that creativity comes from "above" and is "given" rather than possessed is discussed. How does this perspective shift your view of your own creative abilities?
5. Cal mentions that serving others is where he finds the most joy and fulfillment, which in turn fuels his creativity. How can focusing on service impact your creative output?
6. The transcript highlights that many people feel they are "not creative" due to self-doubt or imposter syndrome. What are Cal's three key insights for overcoming these feelings, and how do those align with you?
7. Cal suggests that creativity is not limited to artistic fields, citing mathematicians, chefs, designers, and first responders as examples. Where do you see creativity manifesting in your own profession or daily life?
8. Based on this episode, what is one small change you are going to make to help improve in this area. How are you going to keep yourself accountable to that and measure your success? (Be sure to keep it simple, start small, and make it very clear).