

Rory O'Connor is a creative genius! And, like many habitually creative people, he passionately believes that the thoughts we express and actions we take directly reflect our unconscious processing...

One way that he harnesses this belief is through the best-selling 'Rory's Story Cubes'. The original set of this fun tool comprises nine cubes, each depicting six simple pictures. Once you roll the cubes, you can immediately use the uppermost pictures to create a short story!



RORY'S STORY CUBES

What's this got to do with creative techniques?

Well, one set of cubes presents you with 54 images, which can land in over 10 million combinations... So it makes for infinite storytelling possibilities in its own right! But if you're after specific ways to use the cubes for idea generation, read on...

Remember how we said Rory believes that our thoughts and actions directly reflect our unconscious processing? This age-old psychology helps if you're trying to solve an issue and want to tackle it indirectly! Here's one way to do it:

Think about your issue
Roll the cubes
Make a story

Then what?

A couple of options actually! First, it might be that the story you create clearly represents something of the unconscious processing deep inside your mind... And since the unconscious mind generating the story themes is also trying to problem solve, it may very well be that your story reveals what your creative brain is trying to tell you about the problem!

Does that work?

Sometimes very quickly! Other times it needs a little thought, but it's one of the many tools we use at DMI to generate fresh perspectives. Here are some other ways that you can use Rory's Story Cubes to problem solve and generate ideas.

Use the cubes...

...like random word generators. Just take a look at our Info Sheet 'The Random Word' and apply the same thinking to the picture cubes: www.dmiproductions.co.uk/info

Alternatively...

...use the cubes to serve as a relevant break between inputting a problem and outputting solutions. In other words, consider your problem, then just take a break... Play with the story cubes and don't even try to make them work for you! After a half an hour or so, return to the problem and give it more thought. You might be surprised at how often a new perspective seemingly comes out of the blue under these circumstances.

"DMI have exceptional focus on what clients need and their starting point is always understanding the real objective." P.W., London

Another approach...

...is to directly relate to the issue by concentrating on it before rolling the cubes. Then tell a story and, after you've finished, examine the principal elements of the tale: who was involved? Where was it set? What was the main event? Now ask yourself, "In what ways do these things relate to my issue?" Don't dismiss anything: presuppose that there must be a connection and keep digging until you find it.

Create three different stories...

...one after the other. Then ask yourself, "What are the common themes?" Next, look for ways in which these common themes might be relevant to your situation!

Other ways to use the cubes:

Some people can feel a little self-conscious using Rory's Story Cubes as a tool for the first time and, occasionally, we're asked how to use them... Well, there isn't really a right or wrong way. In fact, when we use the cubes in job interviews at DMI, the degree of instruction we have to give a candidate tends to tell us quite a bit about the speed and style of their creativity.

For those that need the most reassurance we simply repeat an idea that the inventors give: since there are nine cubes, you could look at it as three sets of three and divide the story accordingly... Three cubes each for the beginning, the middle and end of the story. That helps some people get a handle on it!

Just keep in mind when problem solving that, regardless of whatever else is going on, your unconscious mind is always at work! Learning to trust it is an important creative habit... Whenever you roll Story Cubes, your unconscious mind immediately starts making connections between the images - let it happen; put logic aside... Logic gets plenty of time in the sun as it is. Have fun with the cubes, then see what solutions they're offering!

Rory's Story Cubes are available from the brilliant Waterstones, from amazon.co.uk, from all good bookstores and from some exceptionally good toy shops!