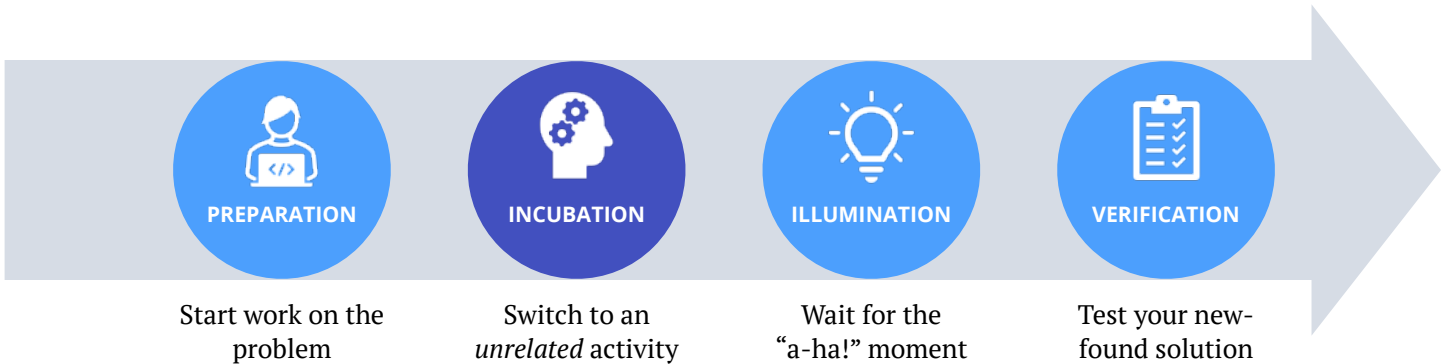


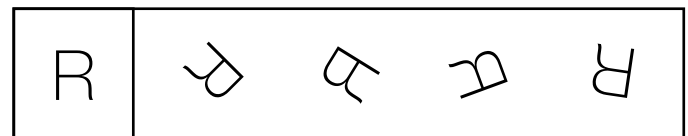
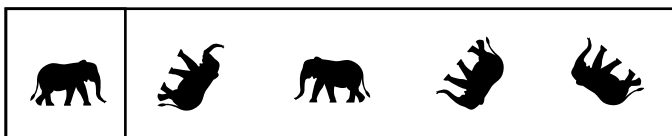
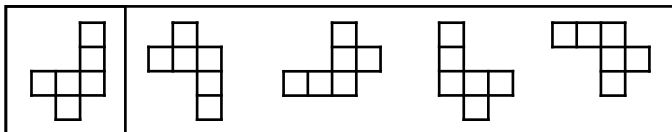
Incubation

You know you've found the solution to a really tough problem when you experience the "a-ha" moment. This is the moment where you've been trying to figure out a solution for a long time, and finally everything just clicks into place. These "a-ha" moments are terrific when they happen; unfortunately they can be elusive. Whenever you try to force one, the solution gets further and further out of reach.



Fortunately, there is a trick. You can switch to a completely unrelated activity (Wallas, 1926). Your conscious mind will be focused on this new task, but your unconscious mind will still work on the problem from before—unhindered by your conventional problem solving approaches. Activities like those shown below are very helpful for this purpose.

Which of the shapes below are a perfect rotation of the figure on the left of each group?



Rearrange each of the following words to form brand new words. You must keep all of the letters.

- STRIP _____
- CREATION _____
- TISSUE _____
- DEALERS _____
- SEMINAR _____

Go through the list of words below, and say each word's *colour* out loud without reading the word.

- | | | |
|--------|--------|--------|
| RED | ORANGE | BLUE |
| ORANGE | PURPLE | YELLOW |
| BLUE | RED | PURPLE |
| YELLOW | BLUE | RED |
| PURPLE | YELLOW | ORANGE |