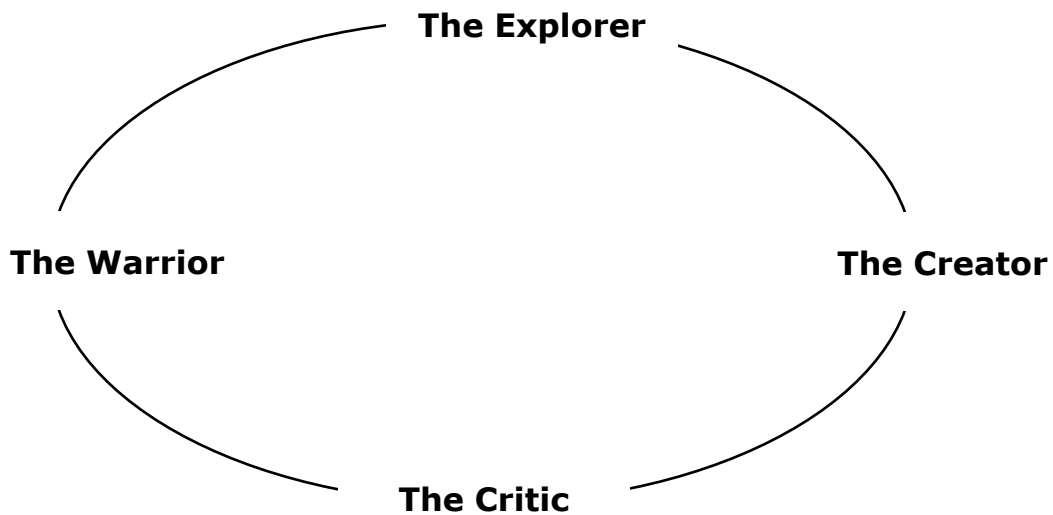




**Story ACADEMY**  
**Creativity Cycle**



**Step 1: The Explorer** - be curious and alert, seek out as many inputs as possible, and talk to a lot of different people.

**Step 2: The Creator** – generate ideas, play, use your imagination, and integrate different concepts.

**Step 3: The Critic** - be real, assess your idea, make improvements, develop solutions, and make improvements.

**Step 4: The Warrior** - get into action, overcome resistance, be courageous, and find out how to market and sell your idea.