

chapter 6

Creativity: Create a New Reality

“THE CREATIVE THINKER IS FLEXIBLE AND ADAPTABLE AND PREPARED TO REARRANGE HIS THINKING.”
— A. J. CROPLEY

If nobody was willing to try something new, nothing would ever be invented. Civilization would not advance and all of humanity would be stuck, as if frozen in time. What a boring world it would be. Thank goodness for creativity, which propels us to explore, question, dream, and discover. The Dream CPR essential element *creativity* enables us to imagine wonderful new possibilities that can become our realities.

Mohandas Gandhi said: “Every moment of your life is infinitely creative and the universe is endlessly bountiful.” We were born to be creative, to dream dreams that can then become the foundation of a new reality. The more creative our dreams, the more innovative our reality.

Creative dreamers such as Bill Nye the “Science Guy,” *VeggieTales* animator Phil Vischer, and personal chef pioneers

David MacKay and Susan Titcomb are open-minded and flexible. They think outside the box, play around with ideas, and enjoy trying things out. The most creative dreamers in our midst develop dreams that bring positive change to society.

Creative dreamers are not preoccupied with failing — where others see failure, they see an opportunity to learn. Instead of wallowing in defeat, creative dreamers apply the lesson learned to another, refined attempt. By constantly re-evaluating, improving, and changing their approach, creative dreamers ultimately reach their most heartfelt ambitions.

BILL NYE: EXPERIMENTING WITH FUN

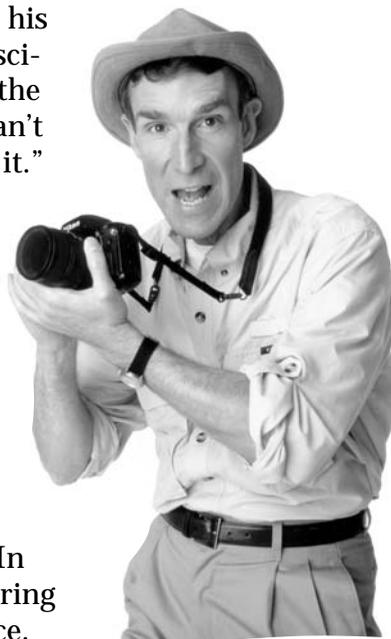
This mechanical engineer pumped new life into science education by venturing into comedy. The critically acclaimed **Bill Nye the Science Guy** TV show has accomplished for science education what **Sesame Street** has done for literacy: it's made science fun, interesting, and accessible. Engineer, scientist, comedian, writer, producer, entertainer, educator — Bill lives the life of his dreams, fueling his diverse roles with abundant creativity and sharing his love for science along the way.

Donning his trademark lab coat and bow tie, Bill Nye explains stalactites, centripetal force, DNA, and a host of other science topics with both clarity and contagious enthusiasm. Emmy Award-winning *Bill Nye the Science Guy* blends comedy skits and music videos with lab experiments and a heavy but absorbable dose of scientific facts for a revolutionary, hip approach to teaching science. Kids are digging it. Bill is turning a whole generation on to the beauty of science, convincing today's children and teenagers — and their families — that science is cool.

Teenagers like 18-year-old Juliet Girard who, together with Roshan Prabhu, won a \$100,000 scholarship in the prestigious Siemens Westinghouse Competition in Math, Science & Technology. Juliet and Roshan's science project, which involved doctorate-level research, identified the genes responsible for the

early flowering of rice — a discovery that could increase world-wide production of this important food staple. When asked by National Public Radio what drew her to science, Juliet replied, “I think it started with *Bill Nye The Science Guy*, which I used to watch all the time when I was a kid. I used to run home and watch it at three o’clock every day.”

Science and comedy have been central to William Sanford Nye from his earliest years. “I’ve always been fascinated by science, which is all about the world around you,” Bill says. “I can’t remember a time that I didn’t love it.” Born and raised in Washington, D.C., young Bill enjoyed taking apart his bike as much as he liked riding it — he inherited his father’s penchant for tinkering with contraptions. He and his dad, who worked in advertising, often teamed up to create homespun inventions like their “friendly pedestrian horn” that let car drivers alert walkers without scaring them. In high school, Bill enjoyed tutoring classmates in both math and science.



His mother, who holds a doctorate degree, was the daughter of an organic chemist with a couple of patents to his credit. Understandably, both of Bill’s parents stressed the importance of schooling and taught their three children to respect education. But Bill’s parents also instilled in their children a great sense of humor.

“Being funny was expected of us in our household,” Bill recalls. “My parents were always designing jokes. Humor was just a way of life in my family.”

In 1977, Bill obtained a bachelor of science degree in mechanical engineering from Cornell University, studying under the likes of astronomer Carl Sagan, one of his favorite professors. After

graduation, Bill moved to Seattle to work in the aerospace industry for companies like Boeing and Sundstrand Data Control. As a bright young engineer, his creative endeavors included designing a hydraulic pressure resonance suppressor for airplanes, and equipment to remove oil slicks from the sea.

Even so, Bill became disillusioned with his profession. Poor decisions and political infighting doomed some engineering projects from the start, and Bill grew tired of hearing many fellow engineers grumble about their jobs. He also was weary of the general public's perception of science and engineering as something that was "boring," "dry," or understandable only to "nerds." Bill wanted to change this negative perception but didn't know how.

At the same time, he realized that something was missing from his life: the comedic shenanigans he had grown up with. He didn't quit his engineering day job (yet), but Bill did start writing stand-up routines and performing at local comedy clubs. He found that comedy restored his enthusiasm and positive outlook, and that it was just plain fun. Over time, Bill developed a dream: to use his comedic talents to improve people's understanding of science and engineering.

So in 1986, he took the plunge and made a life-changing decision. Bill left his lucrative engineering position to concentrate on writing and performing comedy, joining the cast of a Seattle television show, *Almost Live!*, sort of a local version of *Saturday Night Live*.

"You just reach a point where if you don't do it, you'll regret it," he explains. "I did worry about money. But they were fun times." During the late 1980s, Bill earned 13 local Emmy awards for his work as a comedic writer and performer. Describing these years as some of his most creative, Bill notes that this was when he developed his "science guy" character, who made his debut on Seattle's KJR radio station.

After Bill played his "science guy" role on a boating safety film for the Washington State Parks Department, he got an idea: Why not do a children's science show starring his science guy charac-

ter? After all, what better way to change society's perception of science than by starting with kids.

So Bill and a few of his colleagues set out to create the pilot "science guy" episode. By then Bill had hired an agent, who helped get the word out. Pretty soon, a call came in from the Walt Disney Company, and then the National Science Foundation offered support as well. That premier show led to the immensely popular *Bill Nye the Science Guy* TV series, the first program ever to be broadcast concurrently on both public and commercial television. In 1998, the 100th episode was taped to conclude a highly successful five-year run.

"My modest little goal," says Bill, "is to change the world." He is. "Science rules!" has become a household phrase, and a whole generation has grown enthusiastic about science. Bill and his show have won two Daytime Emmy awards and in 1998, Bill was honored as Outstanding Performer in a Children's Series. It's fitting that, 20 years after he graduated, Cornell University invited Bill as the guest of honor at a memorial dedication to Bill's former professor, the late Carl Sagan. As the creator of the *Cosmos* television program, Carl introduced "billions and billions" (well, almost) to the wonders of astrophysics.

Bill's legacy is changing the face of science education by proving that kids can have fun learning science. His popular textbooks and videos have become a staple of science education in classrooms across America. He also advocates for children in ways ranging from tutoring inner-city adolescents with the "I Have A Dream" program to speaking before the Congressional Committee on Science Education.

Bill has kept his foot in engineering as a consultant — but the recognition he's gained gives him the freedom to pick and choose from exciting projects at such places as NASA's Jet Propulsion Laboratory. He also continues to seek out ways to bring the beauty of science to new audiences: Bill's an on-air host on *The N* at Noggin Television, which airs reruns of his *Science Guy* shows, and he's working on developing a prime-time series for adults.

By doing what he enjoys and sharing his love for science with others, Bill has created the life of his dreams, revitalizing science

education in the process. And as he continues to inspire and teach, he offers a few words of advice: “People don’t regret what they do nearly as much as they regret what they don’t do,” he says. “So do it!”

SUSAN TITCOMB AND DAVID MACKAY: RECIPE FOR SUCCESS

This couple whipped up a new industry from scratch. Susan Titcomb, a gourmet chef with a demanding job at an upscale restaurant, longed for more time with her family. David MacKay, an entrepreneur with a half-dozen failed businesses to his credit, was looking for a business idea that would really take off. By creatively combining their talents, investigating new concepts, and analyzing possibilities, husband and wife teamed up to create a novel personal chef business that would inspire a whole new industry.

Working as a sous-chef at an elegant seaside restaurant north of San Diego was a dream come true for Susan Titcomb. Her lifelong passion for cooking led her to this career. She enjoyed working with talented people in a creative field and even received culinary awards for her work. As a child, baking was her passion. “I loved getting up early on weekends to bake a coffeecake or cinnamon rolls for my parents,” she recalls. While her parents ran a home-based business, teenage Susan eagerly took the responsibility of preparing family meals. When she turned 22, Susan entered culinary school, which opened doors to positions at some of Southern California’s top restaurants.

Even so, it didn’t take long for Susan to burn out from her dream job. “Weekends, evenings, and holidays — the times I wanted to be with my family the most — were spent working like mad at the restaurant,” she says. After spending up to 70 hours a week creating gourmet fare for restaurant patrons, she lacked the time and energy to cook for her own family at home. Susan longed for a way to live her passion and have plenty of time to be with her husband and children, but it just didn’t seem possible.

Meanwhile Susan's husband, David MacKay, had long dreamed of achieving success as an entrepreneur. At 12, he hired other boys for a lawn-mowing business he had started when he was 10 years old. So far in his adult career, he had launched six businesses, ranging from financial services to electronic test equipment, but none of these ventures had lasted. In fact, only two of his start-ups actually made money.

Nevertheless, David viewed his business attempts not as failures but as educational experiences. "Even when these non-successes came one right after another, and my parents and friends would tell me that maybe it was time to get a 'real job,' I wouldn't give up," says David. "I always looked for the reason that the business didn't make it. Sometimes the timing wasn't right. Or maybe under somewhat different circumstances, the business would have thrived. I learned to look at each situation creatively and analyze what worked, what didn't, and what I needed to do next time."

One evening in 1987, while David and Susan were dining with another couple, a golden opportunity materialized. The conversation turned to Susan's culinary talents, and one of their friends teased David: "It must be great having your own personal chef prepare wonderful meals for you every day." But cooking was the last thing Susan wanted to do when she came home from work. Instead, on days off she prepared and froze batches of several different dinners — like her chicken-and-apple curry — for her family to enjoy during the week.

As busy professionals with no time to cook either, Susan and David's friends were intrigued. They asked Susan if she would consider cooking and freezing meals in their kitchen once or twice a month. After ironing out the business details with David, Susan agreed and prepared trial meals for the couple. They were such a huge hit that Susan was asked to come back again, and then again. She did, and the personal chef services concept was born.

Always the entrepreneur, David quickly realized that if one family could benefit from personal chef services, surely others would, too. He helped Susan develop and market their concept,

and just three months after she had prepared those trial meals for her first customers, she and David launched Personally Yours, the first personal chef service in San Diego. As demand for Susan's services grew, she decided to leave the restaurant job to devote herself to her new venture. By November 1989, just two years after that pivotal dinner with friends, Susan was living the life of her dreams — working at her passion five days a week during regular business hours, leaving her free to enjoy evenings and weekends with family. And not only did Susan have a long waiting list of people wanting to hire her, she had another long list of people wanting to know how they could become personal chefs.

David had come to believe that the demand for personal chefs could become as great as the demand for housecleaning services. So he set out to create a personal chef service industry and envisioned himself training thousands of people to do what Susan was doing. First he spent months on his computer developing a detailed and comprehensive training system based on what he and Susan had learned from starting and running Personally Yours. He documented everything from getting a business license to finding clients, and he created an extensive database of Susan's recipes.

Then in September 1991, David founded the United States Personal Chef Association (USPCA) to train and support other personal chefs. For an annual fee, members received a training package consisting of manuals and videos highlighting step-by-step instructions on every aspect of launching, running, and growing a personal chef service business, as well as unlimited telephone support. From the start this has been David's favorite part of the business — talking directly with personal chefs to help them with their new ventures.

In the first two years, David had helped launch 158 personal chef service businesses in 36 states. But after Susan and David appeared on the CBS *Morning Show* in 1994, the USPCA began gaining as many as three new members a day. By 1996, David had helped launch a thousand personal chef businesses through his training programs, and today, membership stands at over five thousand personal chefs around the world.

“I’m having a great time!” says David, adding that in seven years, the business had become a debt-free, million-dollar company. “Today, I feel that my dreams have been realized. I’ve never been more fulfilled, satisfied, or happy.”

Of course, there were surprises along the way. David thought the concept would catch on faster. In the early years of the USPCA, he expected to spend most of his time training and supporting new personal chefs, but he ended up devoting a great deal of time to marketing the concept. Now, the association has grown so large that David holds national and regional conferences to further support members and enable them to exchange ideas. “I never imagined such a phenomenal growth rate as we’re experiencing today,” David says.



Another surprise was that the people who gravitate to the personal chef industry don’t necessarily have a background in cooking. “Originally I thought we’d be training people like Sue, people in the culinary field,” says David. “But we end up with individuals from all backgrounds — dentists, marketing professionals, teachers, you name it. I know a lady who started doing this on a shoestring. She didn’t have a car, so she attached a little trailer to her bike. She used this to cart around her pots, pans, and ingredients to clients’ homes. She did this for about a year before she was able to buy a car. This woman built her business on sheer determination.”

It’s been quite a learning experience for David, who has spent the last 12 years revising and upgrading his training materials and adding new benefits for USPCA members. Today, membership benefits include e-commerce support, liability insurance, and a subscription to *Personal Chef* magazine. David strives to do everything he can to support both new and long-time members.

After 13 successful years, Susan retired from Personally Yours and joined David full-time in his efforts to train new personal chefs. The couple realized that many members wanted hands-on classroom instruction, so they founded the United States Personal Chef Institute, the educational division of the USPCA. Campuses are located in Arizona, Georgia, and New Jersey, and classes are taught by trained, certified personal chefs. The USPCA is so highly regarded that for the last four years, the federal government has contracted the USPCA to teach monthly courses to flight attendant crews of the U.S. Diplomatic Air Fleet, including Air Force One.

David and Susan have reached heights they never even imagined. Husband and wife helped each other reach their dreams. Their success resulted from a skillful combination of creativity and hard work, seasoned just right with flexibility, perseverance, and mutual support.

“If you want to realize your dream,” says David, “never give up. Continue to persevere, even when you fail. It takes constant re-evaluating, constant analyzing of what’s working and what’s not in order to get something off the ground.”

“Whatever you enjoy doing,” Susan adds, “read and learn everything you can about it. Seek others who share your interests. And don’t limit yourself to just one path, because you never know exactly what dreams you’ll end up creating along the way.”

PHIL VISCHER: A HIGHER CALLING LEADS TO A BIG IDEA

A natural storyteller and expert computer animator, Phil Vischer didn’t want to spend the rest of his life designing swirling pastries and other product logos for television commercials. He dreamed instead of using his talents to create something that would have a lasting positive effect. Sickened by the violence shown in so many children’s cartoons, Phil set out to create an animated family series that would reinforce qualities like kindness and compassion, and that would deliver these messages with humor and wit. With the success of his **VeggieTales** videos, Phil has accomplished the daunting

task of getting kids to watch wholesome cartoons and love their, ahem, singing and dancing vegetables.

“Everything we do starts with the assumption that there is a God, and that people have a spiritual side to their lives,” says Phil Vischer, founder and chief creative officer of Big Idea Productions, best known for its *VeggieTales* computer-animated children’s series. “What we’re trying to do is bring lessons like thankfulness and kindness and loving your neighbors to kids. Much of pop culture is devoid of these biblical values.”

For example, in the *VeggieTales* rendition of the Bible story, “Daniel and the Lion’s Den,” the message is “trust God.” But the gags abound, with Daniel even thanking the lions for pizza as he climbs unharmed from the den. In “The Grapes of Wrath,” a cranky bunch of sour grapes and Junior Asparagus learn about forgiveness and accountability. In “Madame Blueberry,” a very blue berry learns that all the stuff in the world won’t make her happy the way a thankful heart can. Props like flying slushies and sledding penguins, along with plenty of references to pizza, grab kids’ attention. Top-notch writing and catchy tunes like “God Is Bigger Than the Boogie Man,” convey the key messages.

Phil gets letters every day from parents who are grateful to have *VeggieTales* as a tool to help them instill values in their children. And the sales volume shows that children and their families are absorbing the values-based messages delivered by an eclectic cast of wacky, talking vegetables — and want more. Since the 1993 release of its first full-length computer-animated video, “Where’s God When I’m S-Scared?” Phil’s company has produced 16 *VeggieTales* episodes and sold more than 21 million copies. Not bad for somebody who started out with little money, no connections, a single computer, and one big idea: to create cartoons that nurture children.

Influenced by Dr. Seuss, Walt Disney, and Jim Henson, Phil grew up in a creative environment. “My passion for storytelling has deep roots,” he says. “I was doing puppets at the age of six, and I made my first film at nine — filming my toy Batmobile moving across our basement floor in Muscatine, Iowa! I made it with my grandfather’s 8mm camera, which I borrowed for ten years

until it didn't work anymore." At 14, Phil decided he would someday make movies. At about that time he also developed a keen interest in computers. "As I grew," he says, "I learned how to weave stories using whatever technology I could find."



Following in the footsteps of his great-grandfather — the Reverend R. R. Brown, whose *Radio Chapel Services* broadcast from Omaha, Nebraska, drew a half-million listeners — Phil went to St. Paul Bible College in Minnesota. There he met Mike Nawrocki, a kindred spirit who shared Phil's gift for comedy. The two joined a pup-

pet ministry team on campus and had a blast writing and performing silly scripts together.

After college, Phil wanted to go to California to make movies. Instead, the Midwesterner found himself going to Chicago to make a living. In 1986 he entered the fast-growing field of three-dimensional computer animation, working in Chicago production houses for advertising industry clients. He quickly mastered computer animation and enjoyed the work, but something was nagging at him. "In 1991," he says, "I felt the calling to produce 'nobler' things than flying breakfast pastries and swirling beer logos."

Now a parent, Phil had grown frustrated by children's television shows and videos, and he began to dream of creating something that would counter the damaging effects of the violence, sarcasm, and destruction peddled at today's youth. Phil sought to raise kids' self-esteem and restore a sense of innocence and playfulness. With help and creative input from Mike, Phil started to develop the *VeggieTales* concept in his spare time.

Then in 1993, he took a huge leap of faith. Phil quit his job to pursue his dream in earnest and founded Big Idea Productions. He wasn't surprised by the challenges he immediately faced. "Only my friends and family believed me when I said *VeggieTales* would work," he says. "Everyone else thought it was crazy. I finally decided the only way to convince everyone else was to just go do it. So I borrowed money from my friends and my family, and I made the first video with one computer and the help of a few friends."

"When my wife, Lisa, and I were struggling trying to get *VeggieTales* off the ground," he continues, "my family helped in any way they could — picking up the check for a meal or even quietly stuffing a wad of bills into my hand as we left after a visit." He remembers the time he reluctantly gave Lisa their last \$10 to buy food for the dog. As his wife left for the store, Phil sat in their silent apartment, his two-year-old daughter sleeping soundly in the next room. Despair and doubt began to creep into his mind.

"For the first time," says Phil, "I really wondered if this vision I was pursuing wasn't what God wanted me to do after all. Maybe I had it all wrong. Maybe I should just give up." Absentmindedly, Phil flipped through the mail that had stacked up on the table and noticed a hand-addressed envelope with no return address. Inside was a cashier's check for \$400 and an unsigned note that read: 'God laid it on my heart that you might need this.' That was just the encouragement Phil needed. "It couldn't have been more obvious than if God had sat down next to me and said, 'You're doing the right thing. Keep going,'" he says.

With limited resources, Phil couldn't exactly hire professional actors to provide the characters' voices. So Phil became Bob the Tomato, the helpful co-star of *VeggieTales* who sometimes takes things a little too seriously. Mike became Larry the Cucumber, the silly, fun-loving co-star who often lives in his own world. And Lisa took the part of Junior Asparagus, the sweet five-year-old that kids relate to best. (These key players still perform those voices.)

But that first video sold only 500 copies by mail order, which was "not even enough to pay for the ads," says Phil. In trying to

market the series, he was met with resistance. “When we were first approached about making *VeggieTales* available in general market stores,” recalls Phil, “we were told we would have to take out all references to God and the Bible verse at the end. We were starving at the time. It was very tempting. However, God ‘showing up’ in our stories is a very important part of our mission. There was no way to gut it, so we chose to pass on the proposal. A year later, we were approached by others who said, ‘Okay, you can leave God in, but you have to get rid of the Bible verse.’ Again, we said ‘no.’”

Initially, it was the Christian market that embraced *VeggieTales*. Big Idea sold 130,000 copies, and saw steady increases each year after, hitting the three-million mark in 1998. Now they were ready for prime time. “Finally, we found folks who were so excited about *VeggieTales*, they wanted to take it just the way it was,” says Phil. “We stuck to our convictions, and *VeggieTales* has proven to be extremely popular at the Wal-Marts and Kmart’s of the world.”

Indeed. By the end of 1998, sales had reached 6.3 million. Today, sales have topped 21 million, and the company has developed two other series: *3-2-1 Penguins!* and *Larry Boy*. In 2002, Big Idea released *Jonah*, its first feature film, which ranked sixth at the box office on its opening weekend and earned more than \$6.2 million in its first three days.

And the company has garnered some pretty high praise. “In an era when much of kids’ programming is littered with sexual innuendo and bloody violence, Big Idea’s success shows that producing high quality works,” the *Chicago Sun-Times* observed. The *Washington Post* described *VeggieTales* as having, “First-rate computer animation, inspired scripts, and an infectious, wacky sense of humor,” while the *Detroit Free Press* proclaimed, “*VeggieTales* is the kind of amusement that appeals to entertainment-savvy kids.”

Phil hopes to continue to grow his visionary company and return basic values to popular mainstream media. He wants to break into the Saturday morning television cartoon market, for example. And of course, *VeggieTales* remains his flagship car-

toon. “We want people to fall in love with our characters and grow up with them,” Phil says, noting that although *VeggieTales* is aimed at three- to eight-year olds, the series has a large following of high school and college students.

“The key to changing the world is picturing it differently in your head, and then thinking up ways to make your dreams real,” Phil says. “Creativity is key. If you believe God has given you a dream, some way to make a difference in the world, don’t give up, even if people tell you it can’t possibly work.”

Creativity Breeds Dreams

“DREAMS CHANGE. EVEN THOUGH THERE MAY BE A THEME, THEY MIGHT CHANGE OR ALTER DUE TO CIRCUMSTANCES IN LIFE. SO AS THEY CHANGE, WE HAVE TO CHANGE WITH THEM.”

— CONNIE BRADY, SOCIAL WORKER
(CHAPTER 11)

Our creative dreams come from imagination and original thinking. Every product we have today, from bagels to blue jeans and violas to vaccines, first existed in somebody’s imagination. Each of us can create ideas, inventions, and innovations that could improve our lives.

To let creativity shape your dreams, don’t be afraid of following “crazy” ideas. By some people’s standards, leaving a secure engineering job to pursue a career in comedy is downright nuts, but if Bill Nye hadn’t done just that, he never would have performed in his own television show or written those informative-but-fun science textbooks. Sometimes you have to follow ideas some consider crazy to reach your dream.

To develop creative dreams, take a look around — in your own life, community, society, and the world — and ask: “Is this the best it can be? How can I make it better?” Phil Vischer looked at children’s entertainment and determined that he could improve the landscape of children’s cartoons.

Nothing is cast in stone. Today, gasoline-powered cars are the norm. Tomorrow we might all drive electric cars, or something that hasn't even been invented yet. Someday, we all may power our homes with sunlight and wind. Everything constantly changes and evolves. As old industries die, new ones are born, the way Susan Titcomb and David MacKay created the personal chef services industry to meet the needs of busy two-income families. Creative dreamers develop new ideas for new realities, often solving current problems in the process.



Dream CPR Journal

Remember back when you played imaginary games as a child... Who did you pretend to be? What did you imagine yourself doing when you grew up?

If you could do anything you wanted to, without any conditions imposed on you, what would you be doing this very moment?

To cultivate your creativity, try the following:

- 1** Practice creativity regularly. Phil Vischer tells kids to draw and write more, and this is excellent advice for teens and adults, too. There are many ways you can practice creativity. Make up new recipes. Improvise on a musical instrument. Put a puzzle together. Grow a flower garden. Decorate a room. Build a piece of furniture. Start a scrapbook. Sing. Dance.
- 2** Let yourself daydream. Some folks think daydreaming is a waste of time, but daydreams provide creative ideas we can apply to improve our lives. Take some time each day — on a nature walk, at lunch, right before bedtime — to daydream and explore your imagination.
- 3** Imagine something that's new or different, and then build it or put it into practice. For example, come up with a fun new way to help your kids learn the multiplication tables. Design a new holiday decoration and then put it together. Sketch a more efficient layout for your home office, then rearrange your office furniture to fit the new concept. Prac-

tice bringing your ideas out of the realm of imagination and incorporating them into reality.

As you boost your creativity, you can start applying this Dream CPR essential element to construct creative dreams and creative ways to reach them. The following exercises can help:

- 1** Imagine your future. Bill Nye imagined a future in which the beauty of science is appreciated. He created a character, the Science Guy, that led to a television show that got children interested in and enthusiastic about science. Similarly, Phil Vischer imagined what healthier entertainment options for children could look like, and then created *VeggieTales*, along with a company to produce and market the videos. Separately, Susan Titcomb and David MacKay imagined having more time for the family and running a successful business. Together, they made both dreams come true by supporting each other and pioneering the personal chef concept.
- 2** Let yourself dream big. Creativity enables us to break barriers to develop solutions, such as new systems, inventions, breakthroughs, or ways to express ourselves. Picture the best possible reality for yourself, your loved ones, and humanity as a whole.
- 3** Think about how you can get there. What different paths might you take? Write down your ideas, allowing your imagination and inborn creativity to help you develop your plans.

You, too, can create positive changes in your life and in the world. Creativity allows us to develop new ideas that, put into practice, bring about opportunities and solutions for ourselves and others.

You've seen how creativity spawns exciting new dreams that lead to exciting new realities. In the next chapter, you'll see how the Dream CPR essential element *purpose* elevates our creative dreams to even higher, nobler levels, propelling us to strive for something bigger than ourselves.