

Metaphor magic

INTRO:

Metaphors are a magnificent magnifier of ideas and creativity because they can transform ordinary thoughts into vivid and imaginative expressions. They achieve this by connecting seemingly unrelated concepts, allowing you to see things through a different lens. Metaphors can help translate complex ideas into simple, relatable concepts.

Metaphors help bring to life the journey you are going on or the transformation you want to see.

ACTIVITY:

Think about a current issue, challenge or something you want to achieve personally or professionally. What could this be likened to?

Something might come immediately, or it might take some time. Think about everyday processes and actions and try to make connections with your challenge.

We've provided some metaphors on the next page for stimulus and inspiration.

'Tis the
season
to be
creative



THIS HELPS:

- Engage imagination and explore ideas
- Enhance the ability to communicate ideas
- Overcome mental blocks
- Build bridges between concepts

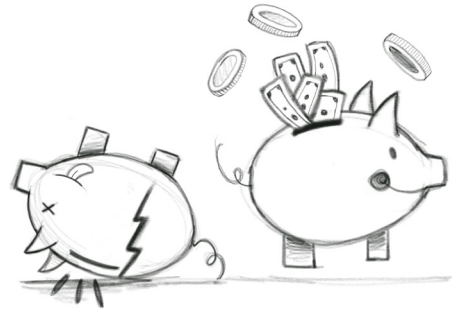
Practice makes perfect; remember that harnessing the power of metaphors is a skill that improves over time. **Be patient with yourself.** You'll discover how metaphors can elevate your ideas and creativity.

Take some inspiration from these examples and then try to create a metaphor for something you are trying to achieve.

My wonky career moves will still lead me like stepping stones across a wide river to where I want to be.



Recent weeks have left me feeling drained like an empty bank account, so I intend to top up that energy with lots of small credits.



Doing all my Christmas shopping is like climbing Everest and this very first shopping trip is my basecamp!



Each gym session is a hurdle, but attending my third one this week will feel like I've crossed the finish line.



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