

# **Creativity in Crisis**



- “What is the most creative thing you saw happen after the onset of the pandemic?”
- Who were the primary instigators/primary actors and why?
- How long did it take to get from idea to implementation?
- What were the differences between corporate creativity and individual creativity?
- What happened to your own sense of creativity during the pandemic?

# The DANISH Clapping Game!



# **Creativity:**

the ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods, interpretations, etc.; originality, progressiveness, or imagination.





## 4 Elements

- Creativity is an act
- Creativity is a production and not a reproduction
- Creativity acknowledges a disequilibrium (need)
- Creativity is about sensitivity in perceiving a problem

Chetan Walia

Identification of an unsolved problem (conceptualization) requires creativity and could be considered a creative task in itself.

Csikszentmihalyi, 1988

**Identifying the Problem...**

The Saints Preserved Presbyterian Church has lost their long-time (and much beloved) organist, Mrs. Twinklefingers. After over 60 years of chaste service to the church, she suddenly married and relocated to Boca Raton where she now plays at the Seniors Skate Rink.

Her timing was terrible, as Holy Week is two weeks away, and there have been several suggestions that it be postponed until a suitable replacement can be located. Several choir members have stated their willingness to serve as the search committee and have already decided the audition piece will be Faure's The Palms.

You are a member of the Session.

What is the problem you believe should be solved?



Urgency comes from universal understanding of a problem.

If we don't have universal understanding... and we try solving different problems, we create crises.

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graph LR; A[1. Preparation] --> B[2. Incubation]; B --> C[3. Inspiration]; C --> D[4. Verification]; D --> E[5. Execution];
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**1.  
Preparation**

**2.  
Incubation**

**3.  
Inspiration**

**4.  
Verification**

**5.  
Execution**

# Preparation

Research. Exercises. Rituals. Routines.



“The stage during which the problem was ‘investigated ... in all directions’.” – Helmholtz

You know you’re done preparing when it’s all a mess of confusion.

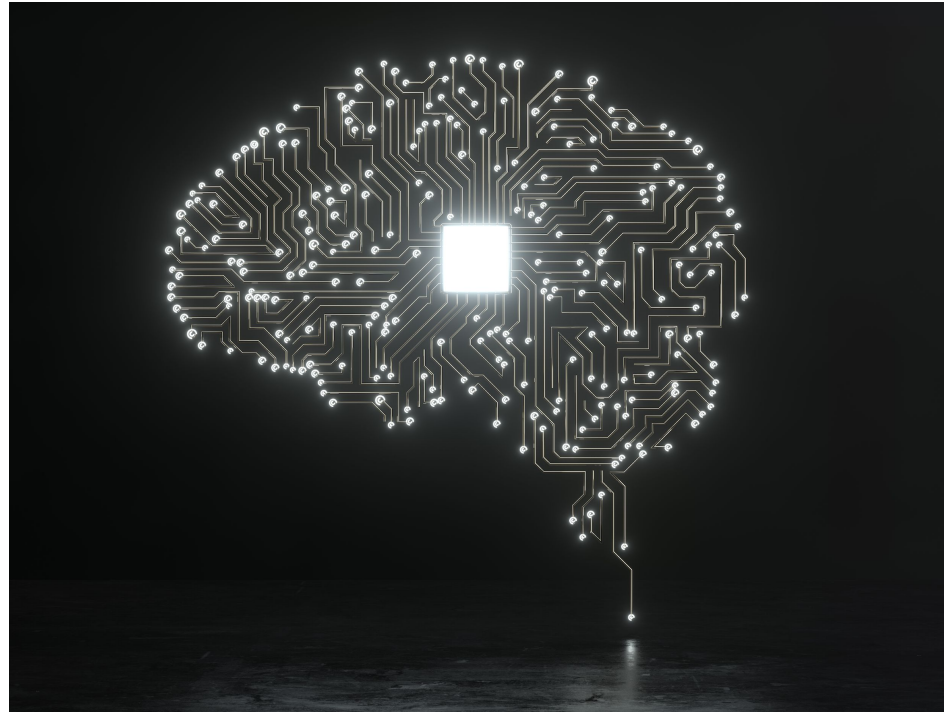
# Incubation



Let it go. Step back. Let the dough rise.

# Inspiration

You know it when it happens.



“The appearance of the ‘happy idea’ together with the psychological events which immediately preceded and accompanied that appearance.”

# Verification

## CREATIVE PROCESS

1. THIS IS AWESOME
2. THIS IS TRICKY
3. THIS IS SHIT
4. I am SHIT
5. THIS MIGHT BE OK
6. THIS IS AWESOME

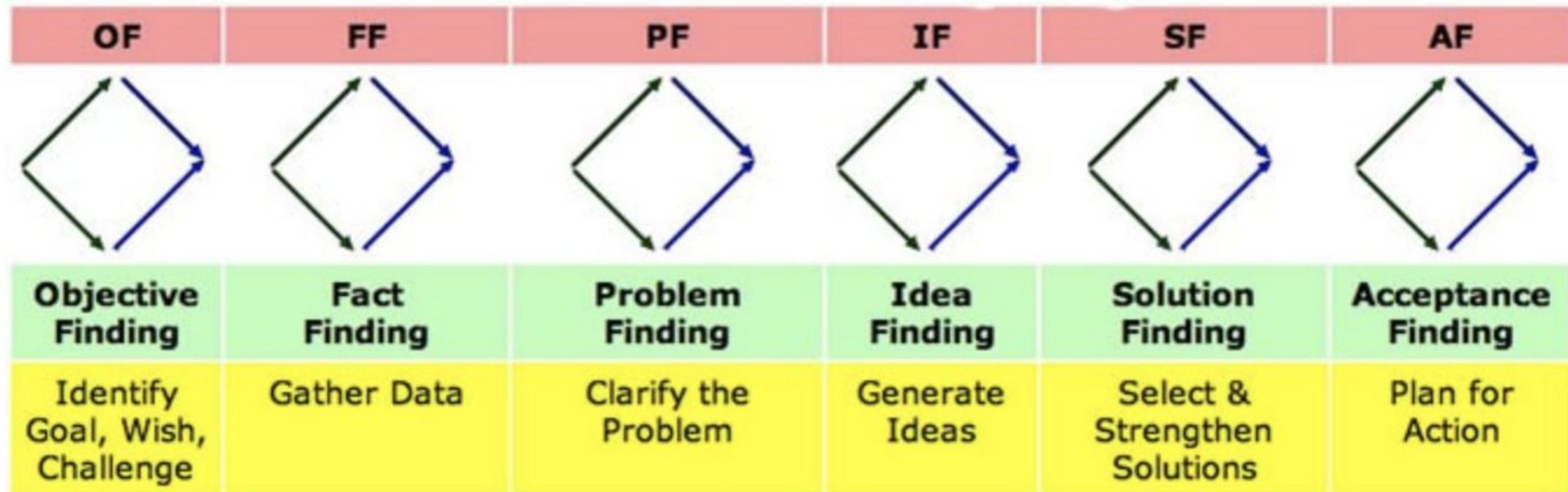
Csikszentmihalyi actually breaks this Verification stage down into two stages—evaluation and elaboration

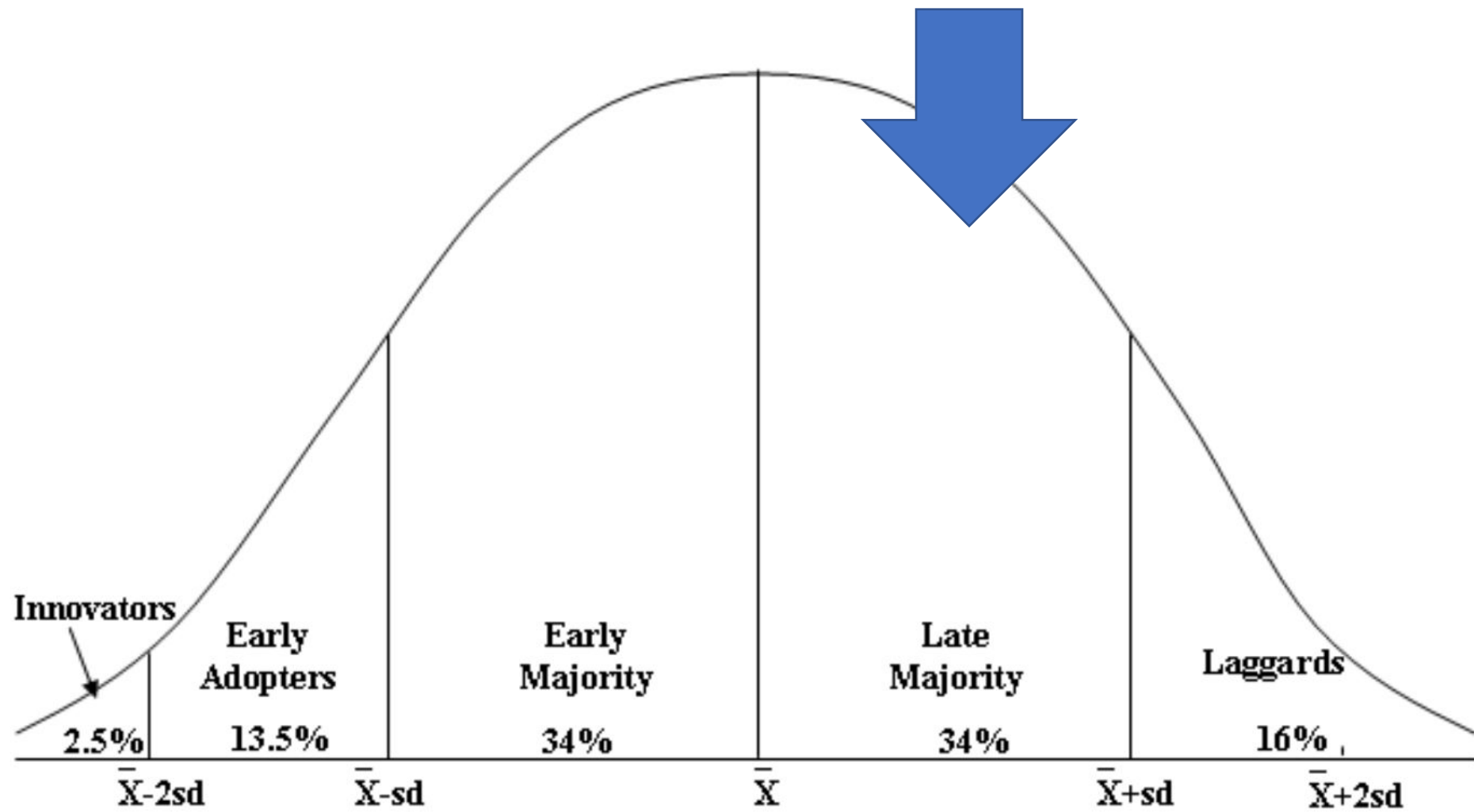
RISK? REFINE



Where is your strength?  
Your weakness?







Diffusion of Innovation - Rogers




# What is creativity?


- Creativity has been seen as motivation (Kris, 1952),
- blind variation (Campbell, 1960: Simonton, 2011),
- divergent thinking (Dollinger, Urban, & James, 2004; Torrance, 1972),
- an ability to discover new problems (Csikszentmihalyi, 1988),
- a complex phenomenon as a journey from an idea to a product (Mumford & Gustafson, 1988), as novel and useful (Amabile & Pratt, 2016),
- as a distinct cognitive capacity (Ward, Smith, & Finke, 1999),
- and an emergence of new ideas through experimentation (Jones, Svejnova, Pedersen, & Townley, 2016).

- general agreement that creativity involves the production of novel and useful ideas and products (Mumford, 2003).
- Runco and Jaeger (2012) suggested that elements of originality and effectiveness have a long history that can well be termed as a standard definition of creativity.
- Hennessey and Amabile (2010) argued that this is where the process of innovation takes over, that is, the need to implement a creative idea.
- Most of modern-day research hinges on novelty and usefulness of ideas as the benchmark of creativity (Mumford, 2003).
- Novelty refers to originality, that is, the production of something new, and usefulness refers to the appropriateness of an idea in solving the considered problem (see Amabile & Pratt, 2016; Hennessey & Amabile, 2010).


**Some definitional proposals add additional criteria,**

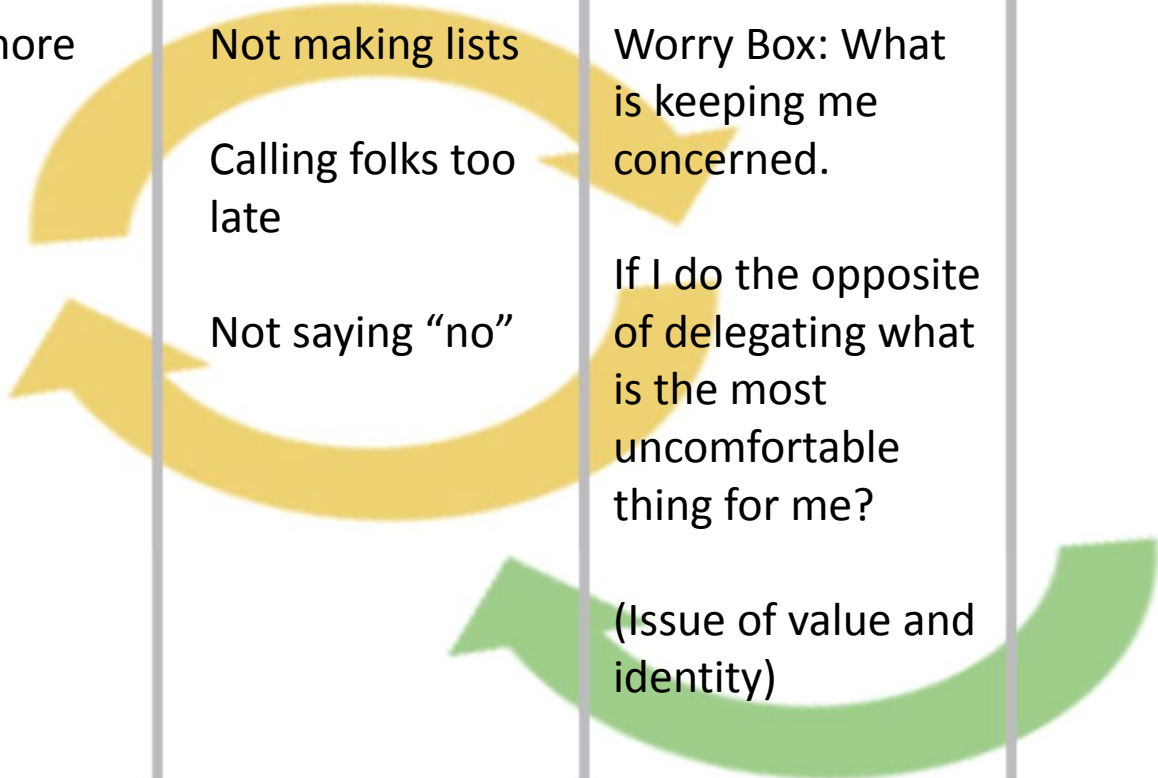
- that is, high quality (Sternberg & Lubart, 1995),
- contrasting with conformity (Niu & Sternberg, 2002),
- surprise (Boden, 2004),
- non-obviousness (Simonton, 2012)
- aesthetic and authentic (Kharkhurin, 2014).

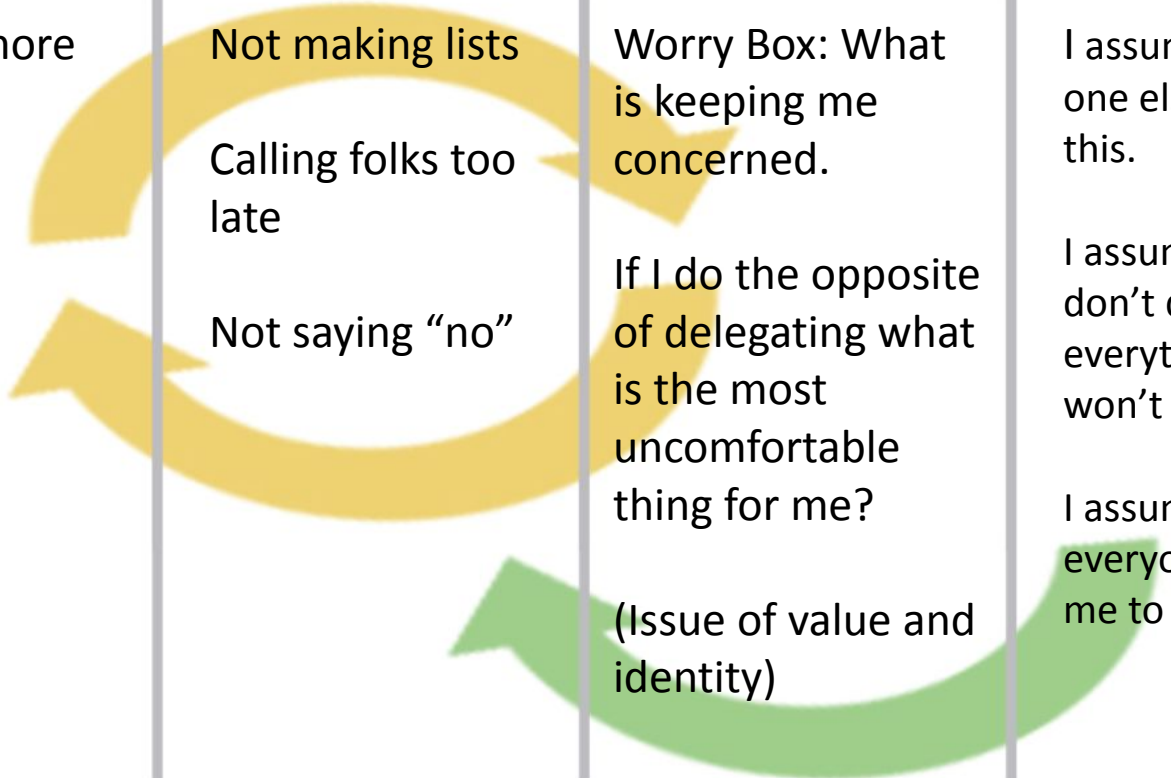
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Delegate more	 <p>Not making lists</p> <p>Calling folks too late</p> <p>Not saying “no”</p>	<p>Worry Box: What is keeping me concerned.</p> <p>If I do the opposite of delegating what is the most uncomfortable thing for me?</p> <p>(Issue of value and identity)</p>	<p>I assume that no one else can do this.</p> <p>I assume that if I don’t do everything I won’t be valued.</p> <p>I assume that everyone wants me to do this</p>