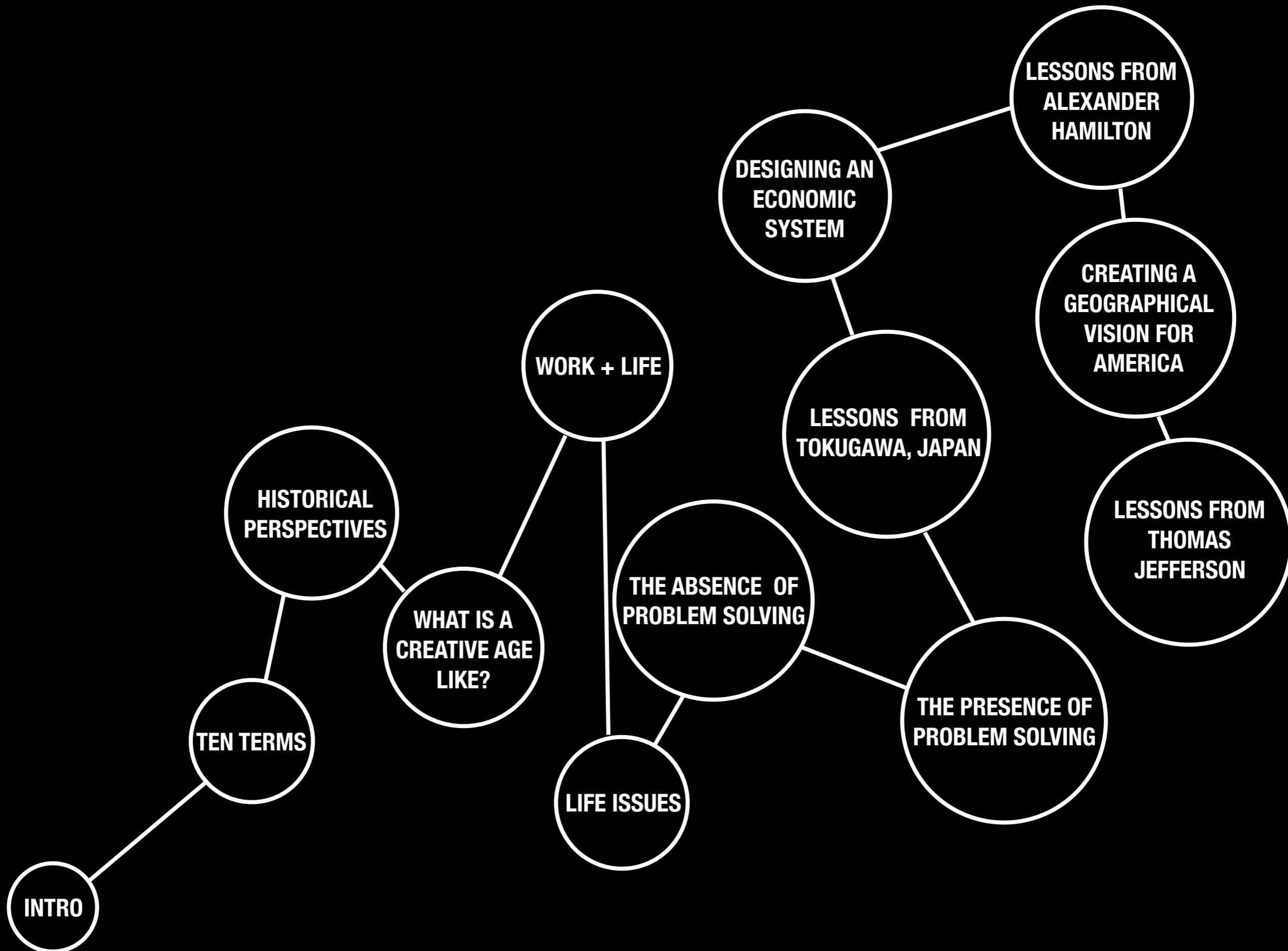
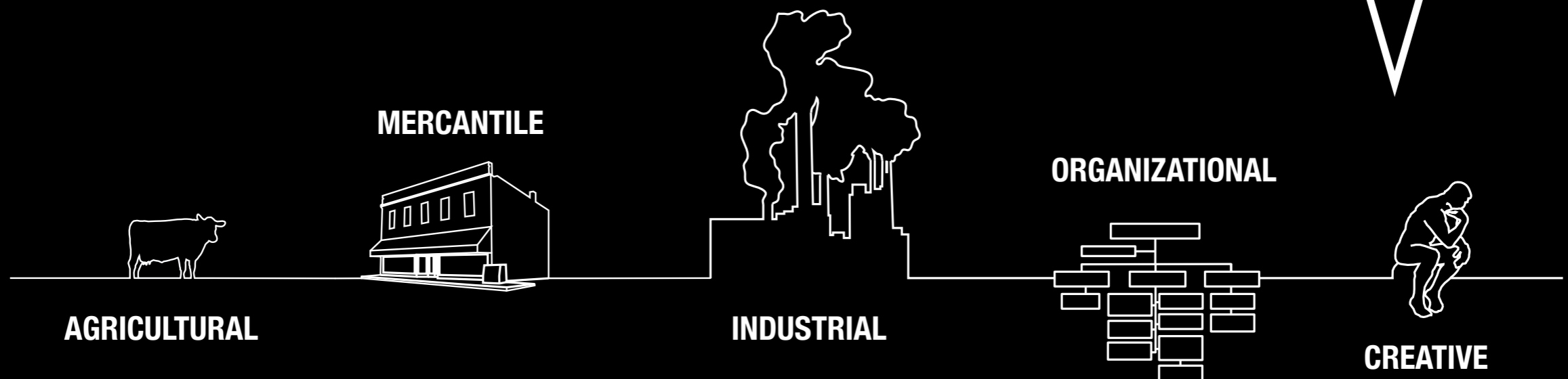
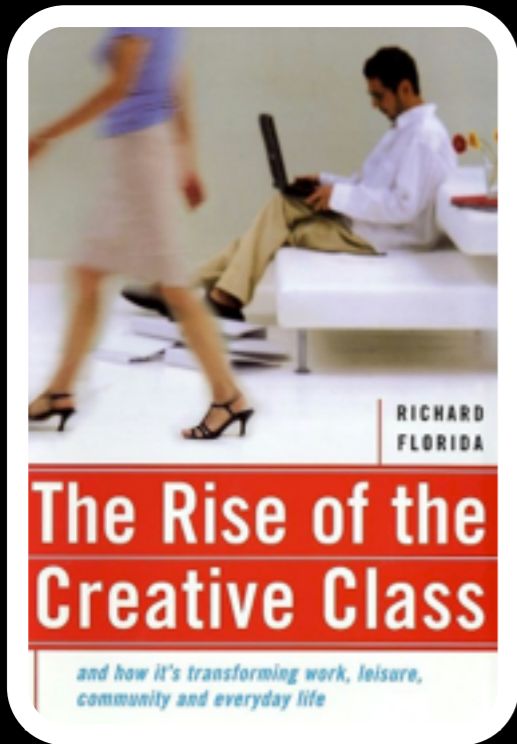


**CREATIVE  
PROBLEM  
SOLVING**



# WHAT IS A CREATIVE AGE LIKE?





**THE RISE OF HUMAN CREATIVITY IS THE KEY FACTOR IN OUR ECONOMY AND SOCIETY.**

**BOTH AT WORK AND IN OTHER SPHERES OF OUR LIVES, WE VALUE CREATIVITY MORE HIGHLY THAN EVER, AND CULTIVATE IT MORE INTENSELY.**

**THE CREATIVE IMPULSE- THE ATTRIBUTE THAT DISTINGUISHES US, AS HUMANS, FROM OTHER SPECIES- IS NOW BEING LET LOOSE ON AN UNPRECEDENTED SCALE (PG. 4).**

**WHO ARE THESE  
CREATIVE PEOPLE!?**



**MANY STUDIES RECOGNIZE CREATIVITY AS A COGNITIVE  
ABILITY SEPARATE FROM OTHER MENTAL FUNCTIONS AND  
PARTICULARLY INDEPENDENT FROM THE COMPLEX OF  
ABILITIES GROUPED UNDER THE WORD INTELLIGENCE**

**ALTHOUGH INTELLIGENCE - THE ABILITY TO DEAL WITH OR  
PROCESS LARGE AMOUNTS OF DATA- FAVORS CREATIVE  
POTENTIAL, IT IS NOT SYNONYMOUS WITH CREATIVITY**



**1) MORE THAN INTELLIGENCE**



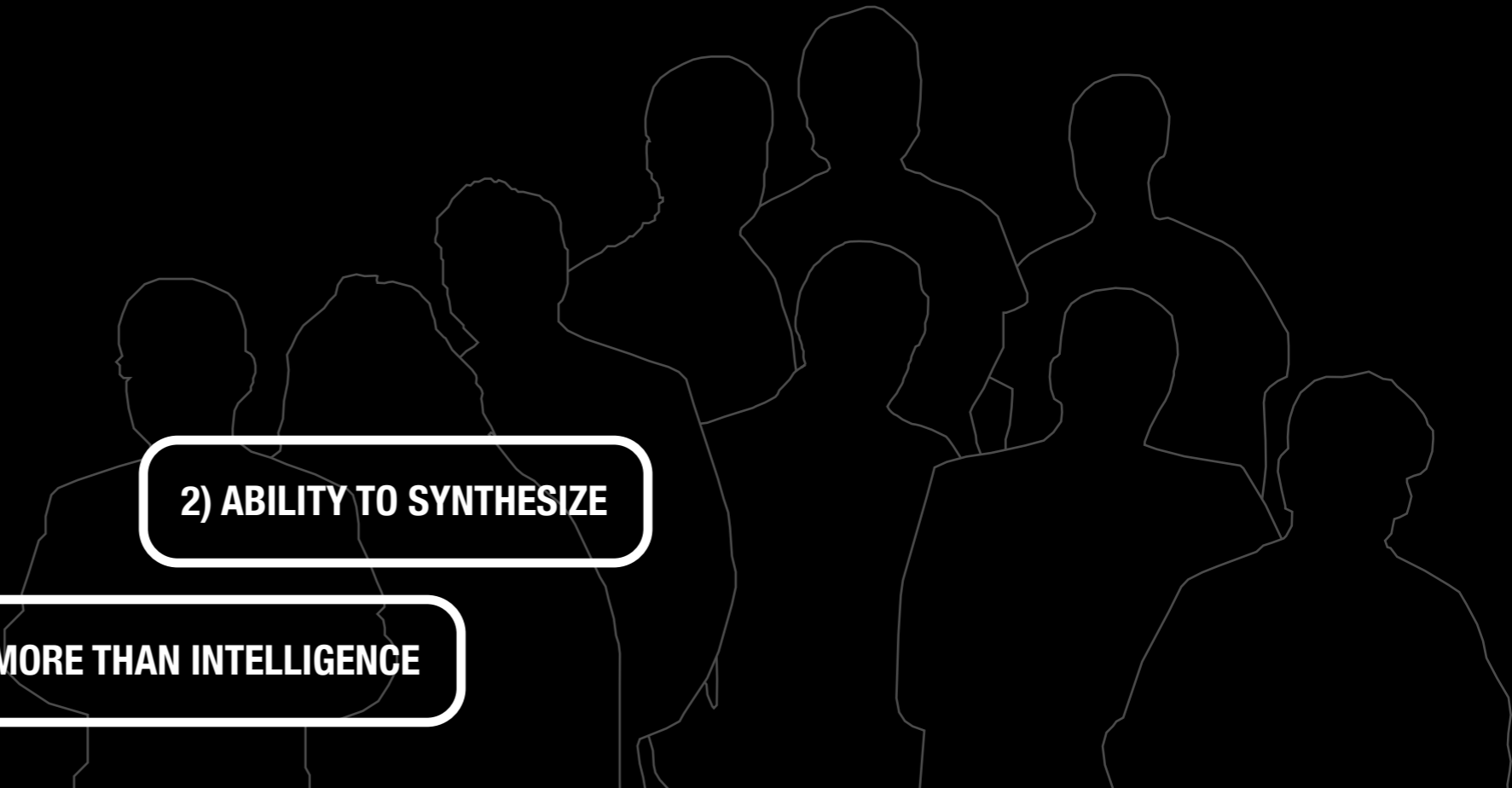
**CREATIVITY INVOLVES THE ABILITY TO SYNTHESIZE  
EINSTEIN CAPTURED IT NICELY WHEN HE CALLED  
HIS OWN WORK “COMBINATORY PLAY”**

**IT IS A MATTER OF SIFTING THROUGH DATA,  
PERCEPTIONS AND MATERIALS TO COME UP WITH  
COMBINATIONS THAT ARE NEW AND USEFUL**



**2) ABILITY TO SYNTHESIZE**

**1) MORE THAN INTELLIGENCE**



**A PERSON NEEDS A HEALTHY SELF-RESPECT TO PURSUE NOVEL IDEAS, AND TO MAKE MISTAKES, DESPITE CRITICISM FROM OTHERS**

**SELF-DOUBT THERE MAY BE, BUT IT CANNOT ALWAYS WIN THE DAY**

**BREAKING GENERALLY ACCEPTED RULES, OR EVEN STRETCHING THEM, TAKES CONFIDENCE. CONTINUING TO DO SO, IN THE FACE OF SKEPTICISM AND SCORN, TAKES EVEN MORE**



**2) ABILITY TO SYNTHESIZE**

**1) MORE THAN INTELLIGENCE**

**3) SELF-ASSURANCE AND  
ABILITY TO TAKE RISKS**





**“CREATIVE WORK IS  
DOWNRIGHT SUBVERSIVE”**

**“ALL CREATIVITY IS AN  
ACT OF REBELLION”**



**1) MORE THAN INTELLIGENCE**

**2) ABILITY TO SYNTHESIZE**

**4) SUBVERSION, GIVEN  
TO REBELLION**

**3) SELF-ASSURANCE AND  
ABILITY TO TAKE RISKS**

**CREATIVITY DRAWS CRUCIALLY ON OUR  
ORDINARY ABILITIES**

**NOTICING, REMEMBERING, SEEING,  
SPEAKING, HEARING, UNDERSTANDING  
LANGUAGE, AND RECOGNIZING ANALOGIES...**

**ALL THESE COMMON TALENTS ARE IMPORTANT**



**4) SUBVERSION, GIVEN  
TO REBELLION**

**2) ABILITY TO SYNTHESIZE**

**5) ORDINARY ABILITIES**

**1) MORE THAN INTELLIGENCE**

**3) SELF-ASSURANCE AND  
ABILITY TO TAKE RISKS**

## 8 CHARACTERISTICS OF CREATIVE PEOPLE

### 4-STEP PROCESS:

- PREPARATION
- INCUBATION
- ILLUMINATION
- VERIFICATION OR REVISION



4) SUBVERSION, GIVEN TO REBELLION

2) ABILITY TO SYNTHESIZE

5) ORDINARY ABILITIES

1) MORE THAN INTELLIGENCE

3) SELF-ASSURANCE AND ABILITY TO TAKE RISKS

6) FOUR-STEP PROCESS

**CREATIVITY IS FAVORED BY AN INTELLECT THAT  
HAS BEEN ENRICHED WITH DIVERSE EXPERIENCES  
AND PERSPECTIVES**

**IT IS ASSOCIATED WITH A MIND THAT EXHIBITS A  
VARIETY OF INTERESTS AND KNOWLEDGE**



**1) MORE THAN INTELLIGENCE**

**2) ABILITY TO SYNTHESIZE**

**3) SELF-ASSURANCE AND  
ABILITY TO TAKE RISKS**

**4) SUBVERSION, GIVEN  
TO REBELLION**

**5) ORDINARY ABILITIES**

**7) DIVERSE  
EXPERIENCE**

**6) FOUR-STEP  
PROCESS**

**CREATIVITY REQUIRES  
HARD WORK:**

**10% INSPIRATION**

**90% PERSPIRATION**



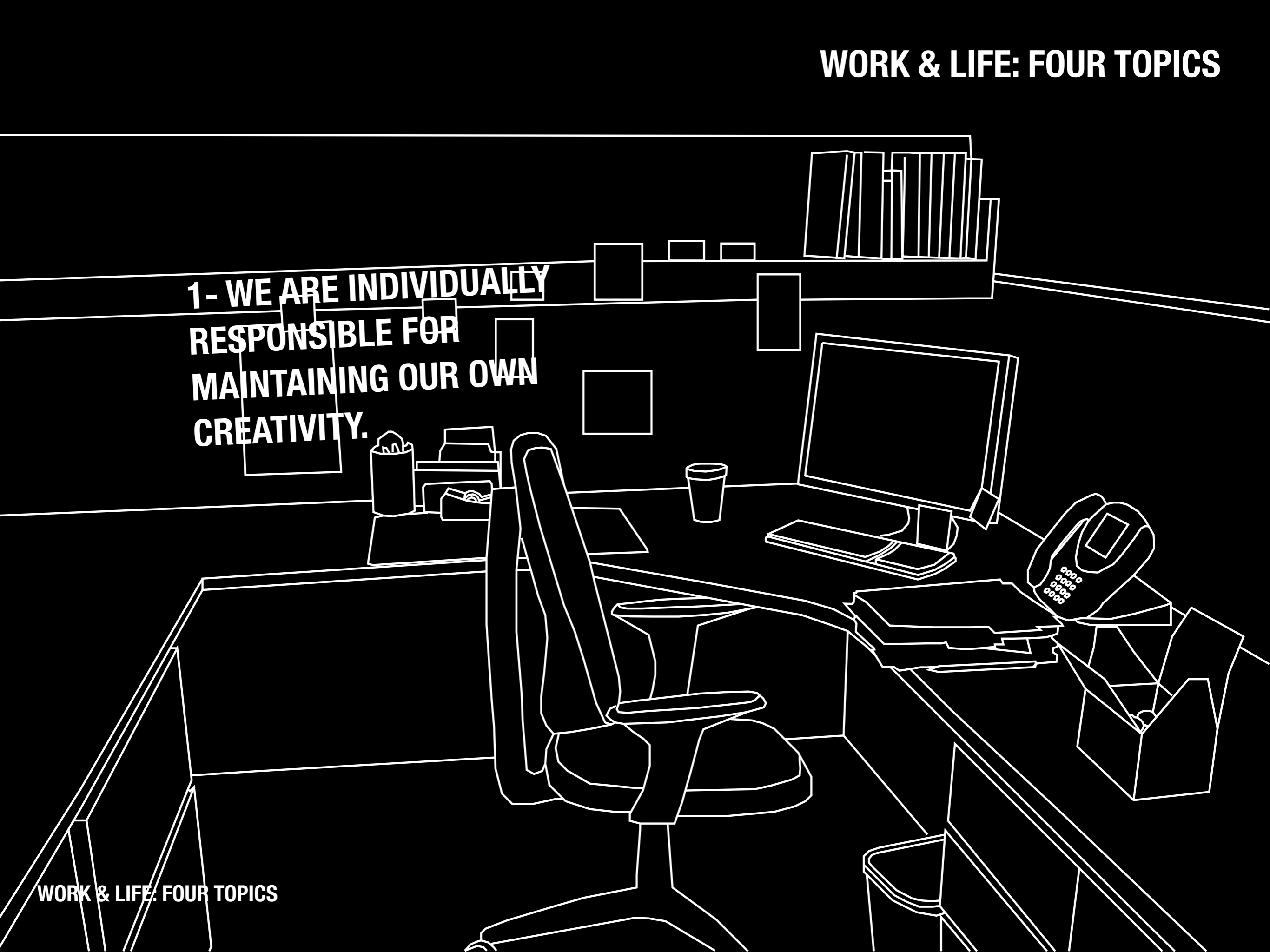
## 8 CHARACTERISTICS OF CREATIVE PEOPLE



CAN A LARGER % OF THE POPULATION BE CREATIVE?



**1- WE ARE INDIVIDUALLY  
RESPONSIBLE FOR  
MAINTAINING OUR OWN  
CREATIVITY.**





**1- WE ARE INDIVIDUALLY RESPONSIBLE FOR MAINTAINING OUR OWN CREATIVITY.**

- **FOR SELF-EDUCATION**
- **FOR SELF-STIMULATION**
- **FOR LIFELONG LEARNING**



## 2) DEFINING OUR IDENTITY AND CHARACTER

WHAT IS YOUR OCCUPATION  
(NOT JUST YOUR JOB)?



**3) TIME & HOW WE SPEND IT  
IS A CRUCIAL QUESTION FOR  
CREATIVE PEOPLE**

- **INTERWEAVING**
- **OPPORTUNITIES**

## **4) CYCLE OF LIFE**

**HOW DO YOU SPEND  
VARIOUS ERAS OF  
YOUR LIFE?**

# FIVE WORK ISSUES





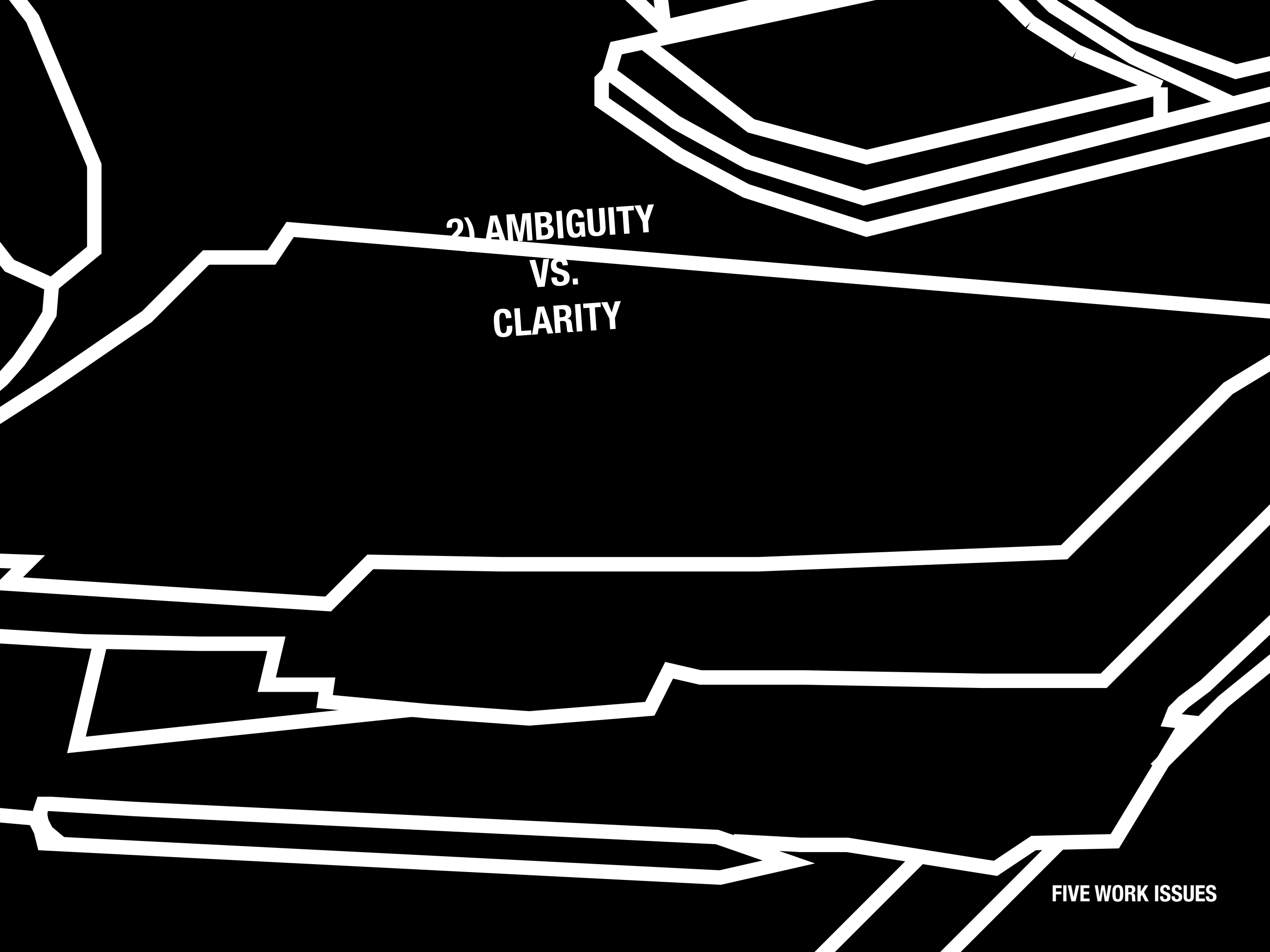
**1) CAPACITY FOR PERSONAL EXPRESSION**

**-DRESS**

**-LANGUAGE**

**-MANNERISMS**

**-WORKSPACE**



**2) AMBIGUITY  
VS.  
CLARITY**

**FIVE WORK ISSUES**



### **3) FLEXIBLE TIME**



**4) ~~INDIVIDUAL~~  
VS.  
GROUP**

**FIVE WORK ISSUES**

# 5) QUANTITY OF WORK

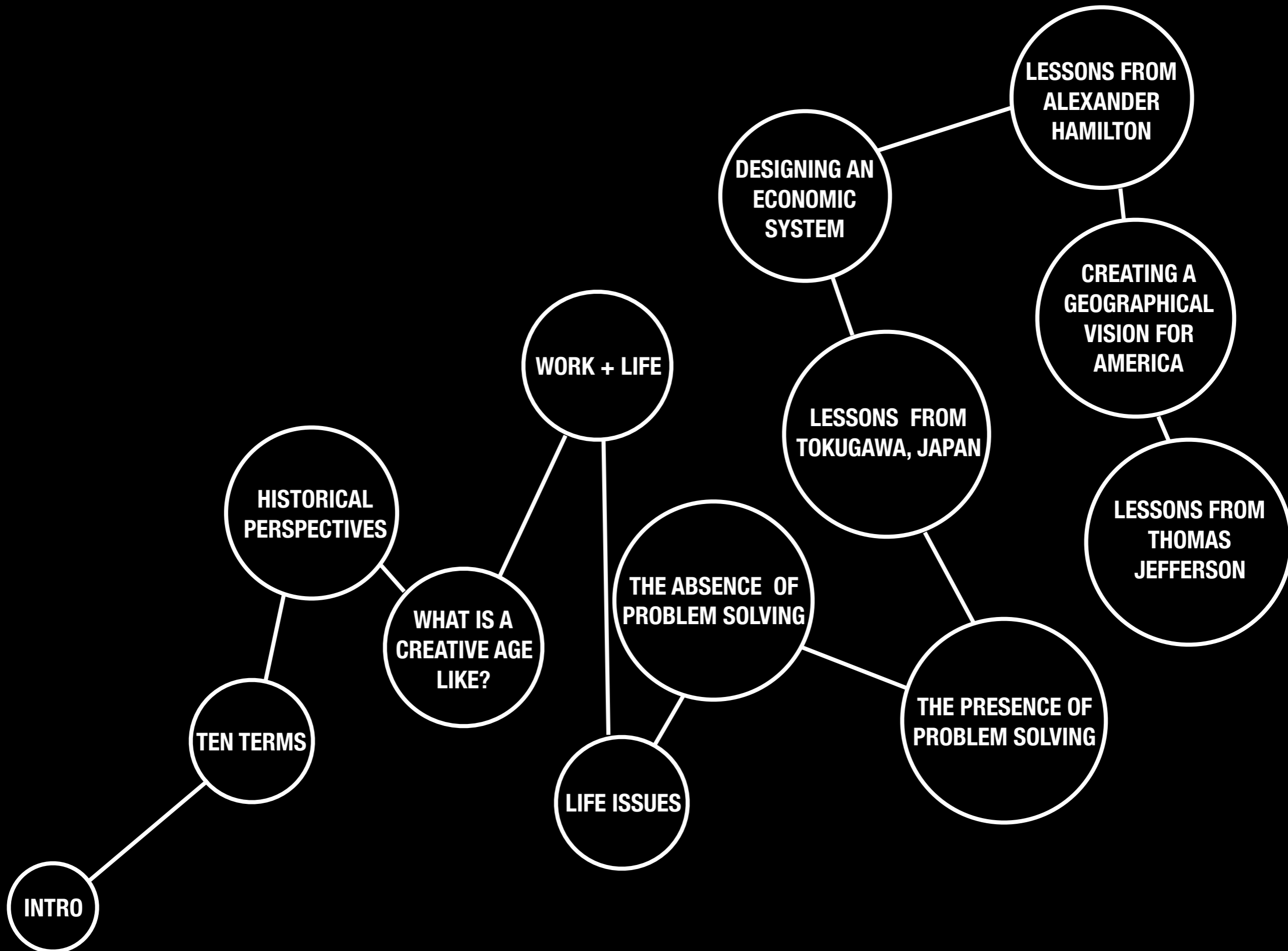
**MODERNISM**

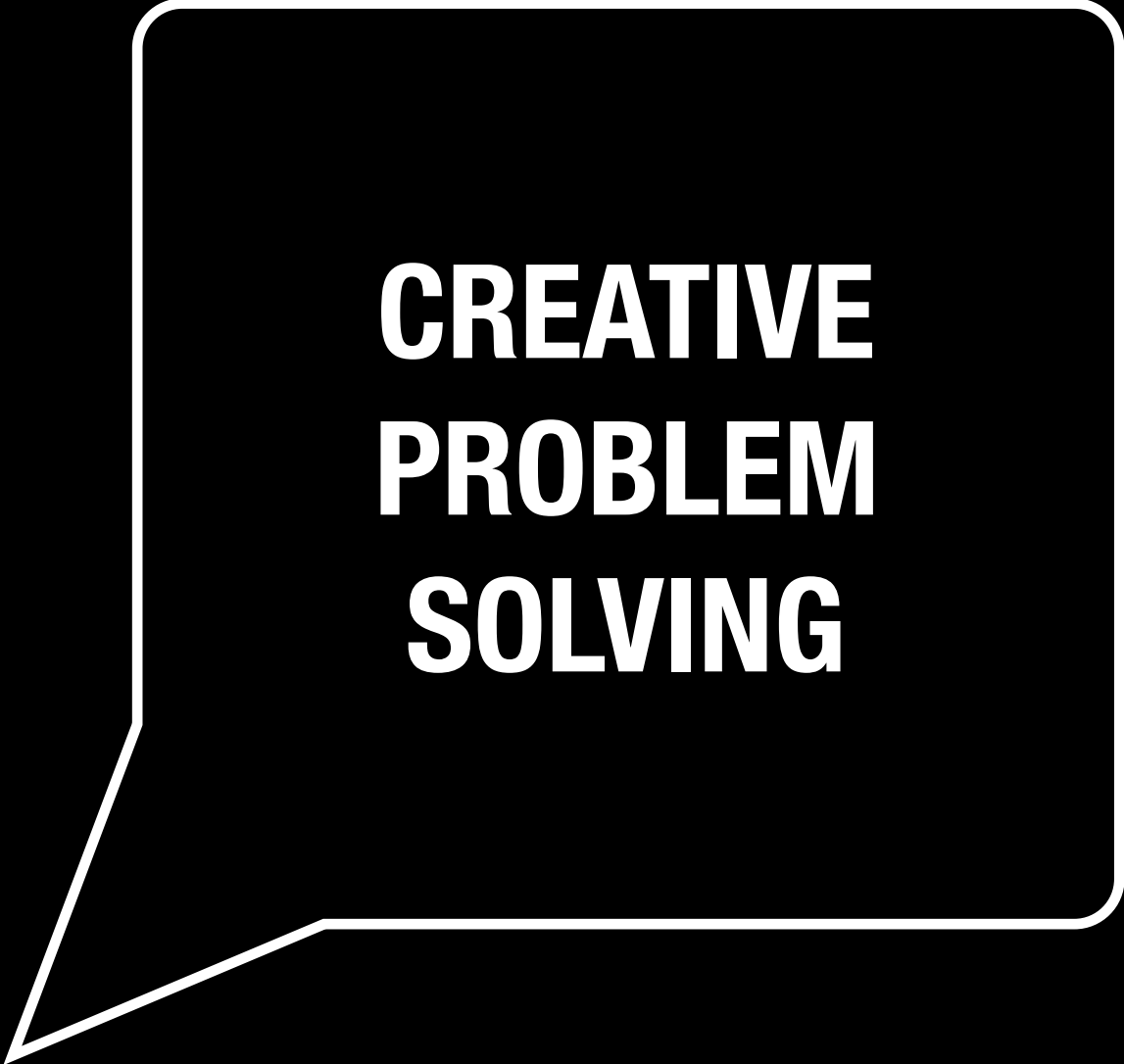


**POST MODERNISM**



<b>ORDER</b>	.....	<b>REALITY</b>
<b>RATIONAL</b>	.....	<b>POLITICAL / MORAL / ETHICAL</b>
<b>LOGIC</b>	.....	<b>FEELING</b>
<b>TRUTH</b>	.....	<b>KNOWING (COGNITION)</b>
<b>POSITIVISM</b>	.....	<b>RELATIVISM</b>
<b>IDEALIZATION</b>	.....	<b>SKEPTICISM</b>
<b>WHOLE</b>	.....	<b>EPISODIC</b>
<b>UTOPIA</b>	.....	<b>EVERYDAY LIFE</b>
<b>OBJECTIVITY</b>	.....	<b>SUBJECTIVITY</b>
<b>HIERARCHY</b>	.....	<b>INCLUSIVENESS</b>
<b>DOMINATION</b>	.....	<b>EGALITARIANISM</b>
<b>DEDUCTIVE REASONING</b>	.....	<b>EXPERIENCE</b>





**CREATIVE  
PROBLEM  
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