



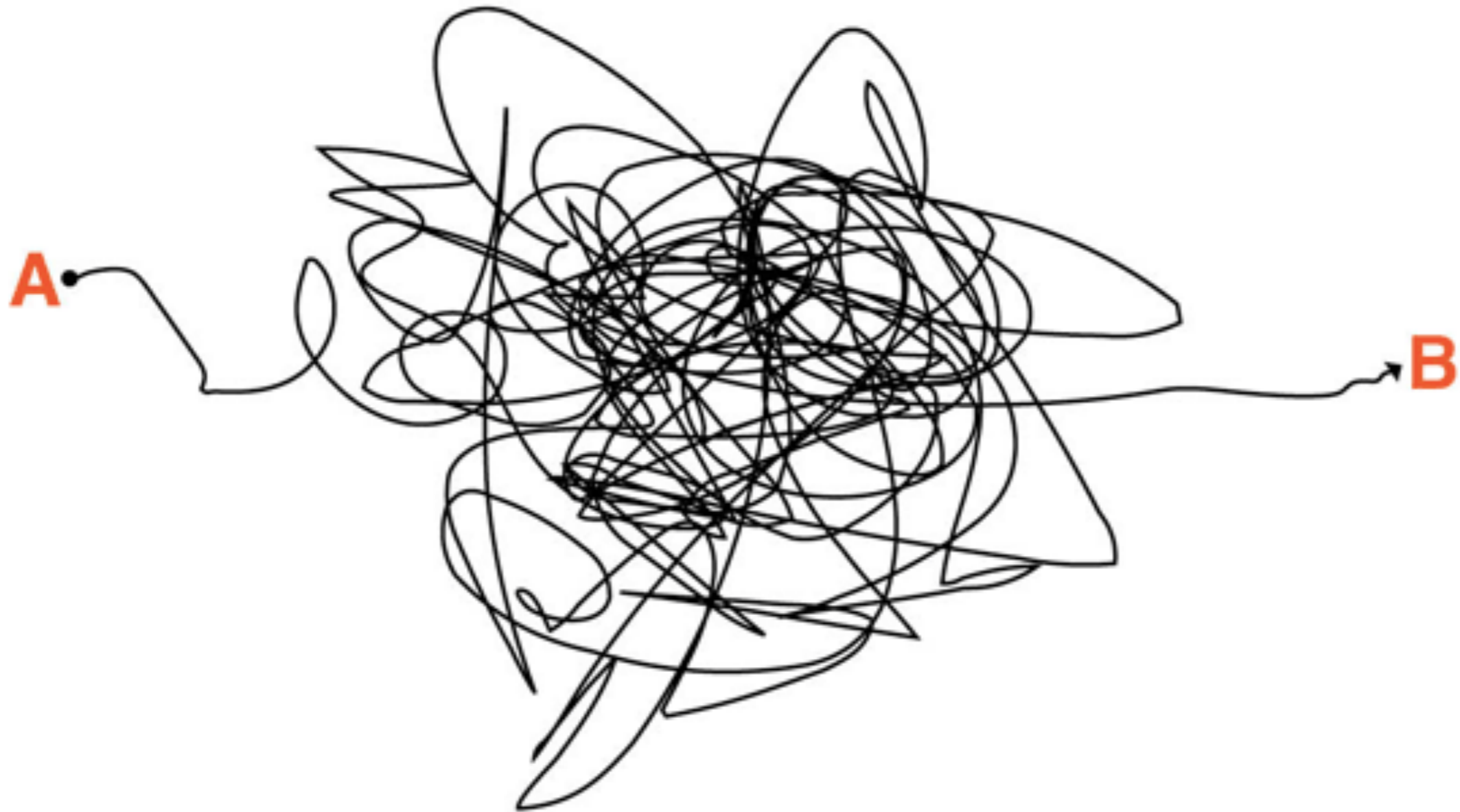
**how to
excel
in a
creative age**

*UGS303 Creative Problem Solving
February 2, 2017*



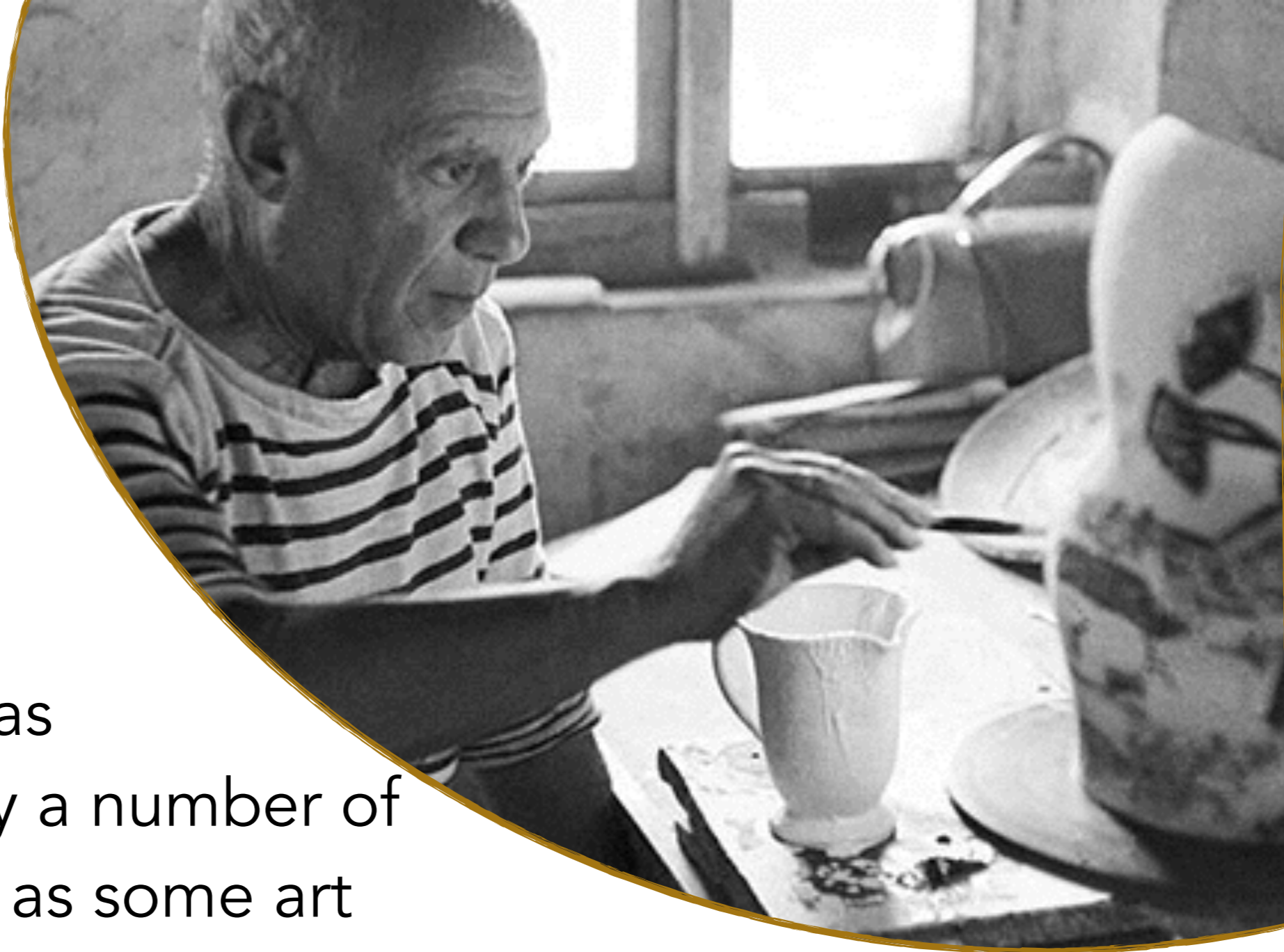
creative people
have
messy minds

creative people also tend to have

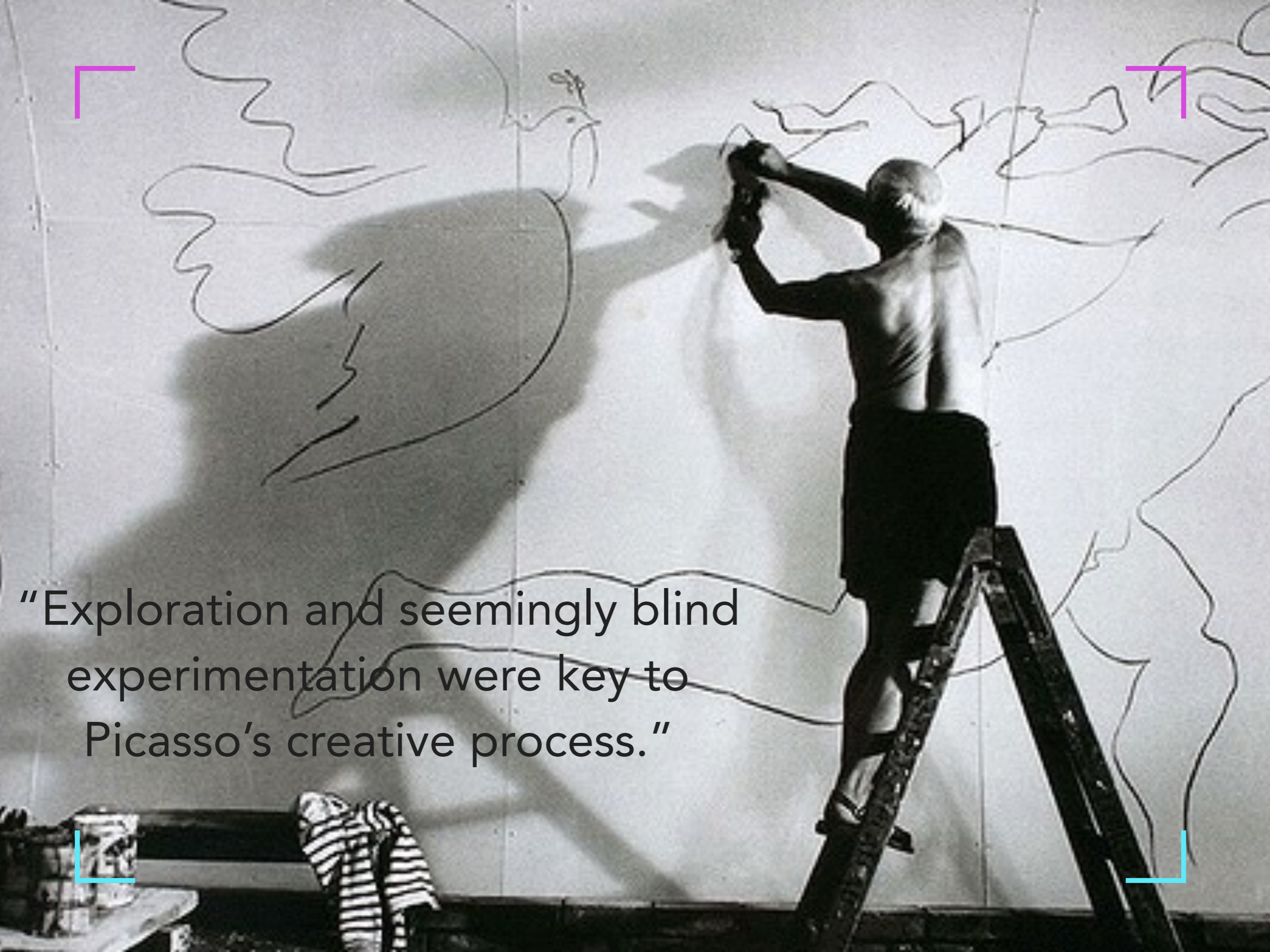


messy processes





“The process was characterized by a number of false starts, and as some art historians have noted, many of the sketches he drew appear to be superfluous to the final product.”



“Exploration and seemingly blind experimentation were key to Picasso’s creative process.”



“Picasso said of his own creative process,

‘A painting is not thought out and settled in advance. While it is being done, it changes as one’s thoughts change. And when it’s finished, it goes on changing, according to the state of mind of whoever is looking at it.’”



“Creative people are able to juggle seemingly contradictory modes of thought -

cognitive and emotional,
deliberate, and spontaneous.

Even on a neurological level, creativity is messy.”

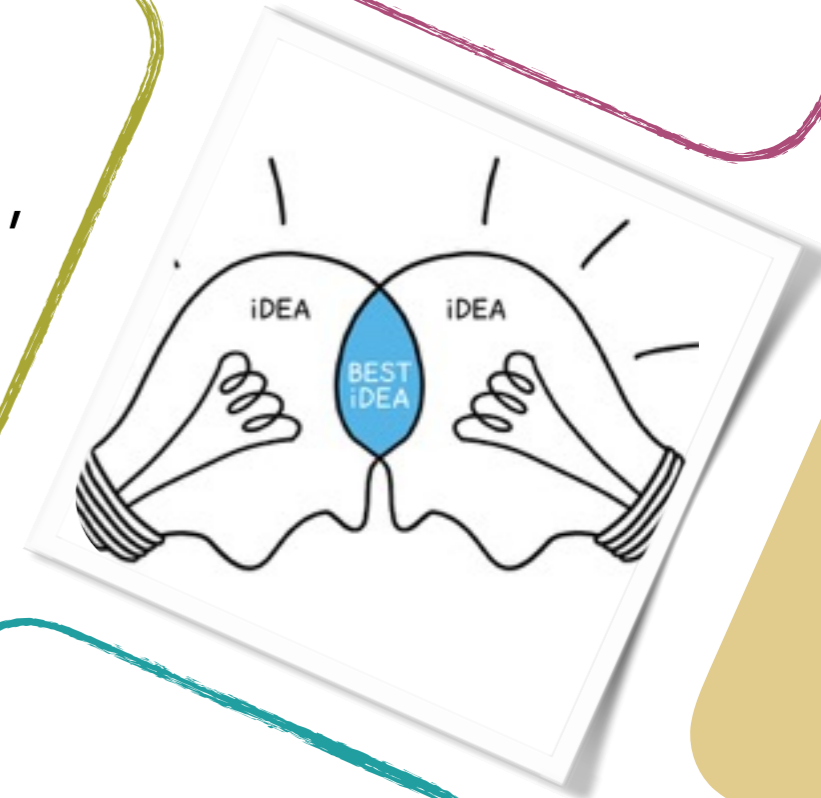
“Creativity consists of many paradoxes -

mindfulness
and mind
wandering,



openness and
sensitivity,


solitude and
collaboration,



play and
seriousness,



and intuition
and reason.”



“These seeming contradictions capture some of the **polarities** that come together in the creative person and that are reconciled through the creative process as the creator makes meaning out of her **inner and outer experiences.**”



**Ten Things
Highly Creative People
Do Differently**



Daydreaming

Sensitivity

Imaginative Play

Mindfulness

Thinking

Different Things Highly Creative People Do Differently

Adversity
into
Advantage

Openness to
Experiences

Passion

Intuition

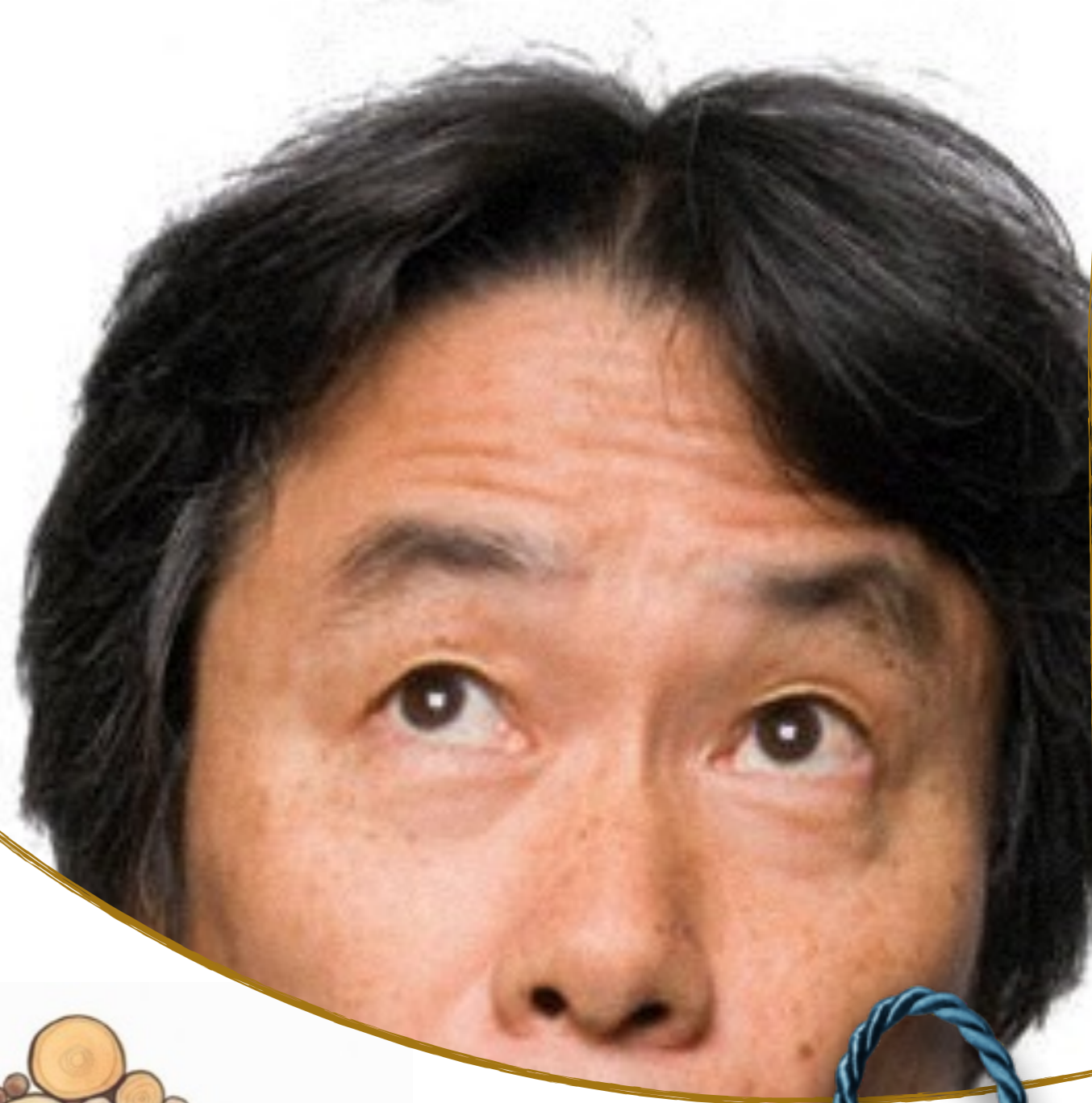
Solitude



Ten Things Highly Creative People Do Differently

1. Imaginative Play





“Growing up in rural Japan in the late 1950s and early 1960s, Shigeru Miyamoto created fantastical worlds in his imagination.

He made his own toys using pieces of wood and string.”

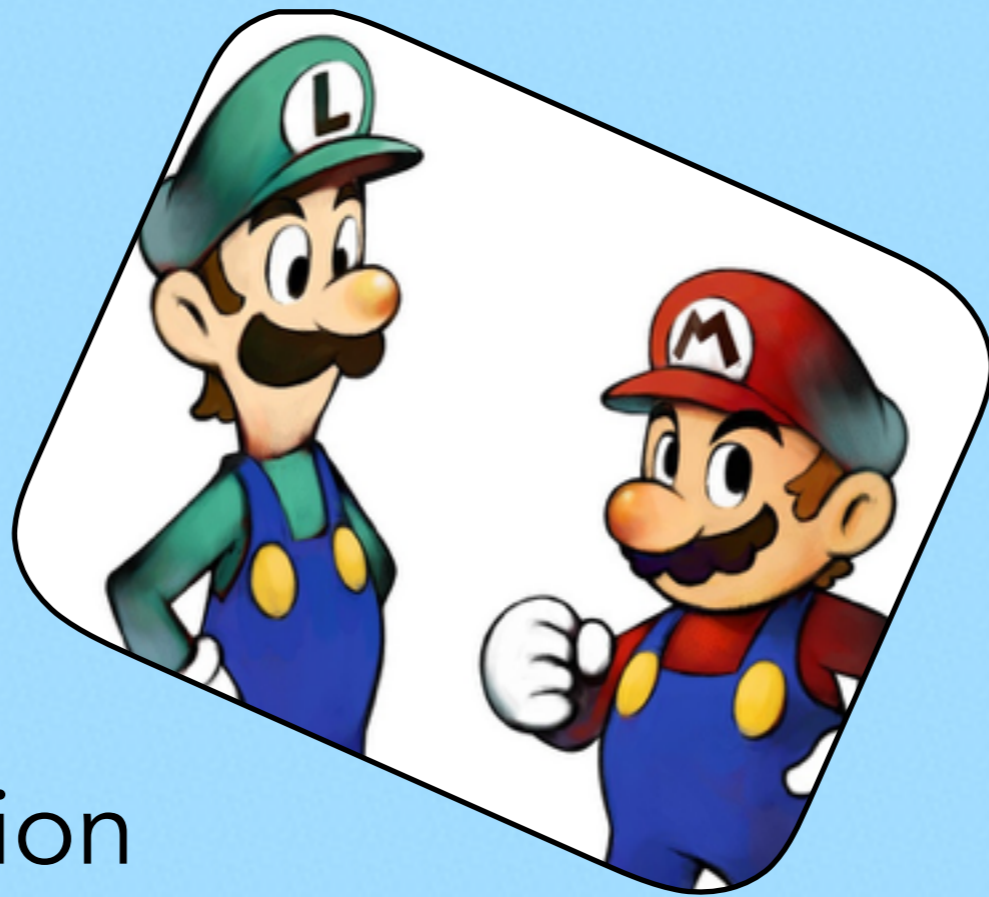


“When he was around eight years old, Miyamoto stumbled upon a hidden cave.



He passed many happy hours in the dark cavern that summer, letting his imagination roam free.”

"This provided inspiration for some of his most influential work - namely, the creation of the iconic *Super Mario Bros.* video game."





“Miyamoto - often called the Walt Disney of video games - created and designed not only *Super Mario Bros.* but also the blockbuster’s *Donkey Kong*, *The Legend of Zelda*, and the Wii console.”



“Nintendo’s luminary, as he’s grown older, has managed to never lose a sense of play.

‘He approaches the games playfully, which seems kind of obvious, but most people don’t.’”

“As Journalist Nick Paumgarten wrote in a 2010 New Yorker profile, Miyamoto always sought to re-create the sense of

wonderment

he experienced as a child in his games. This spirit of childlike curiosity and exploration is palpable.”

“Imaginative play-
whether it’s exploring
objects, ideas, emotions,
or fantasies - is essential to
creativity in a variety of
disciplines, from
science
and technology
to creative writing,
to music,
to the visual arts.”



“Pretend play is more common among children whose parents talk to them often, read or tell bedtime stories, and explain things about nature or social issues to them.”





“Adults, too, need this type of support to dream and play.”



“As adults, cultivating a childlike sense of play can revolutionize the way we work.”

“We tend to think of work - even when its is creative in nature - as being **serious** and **difficult.**”



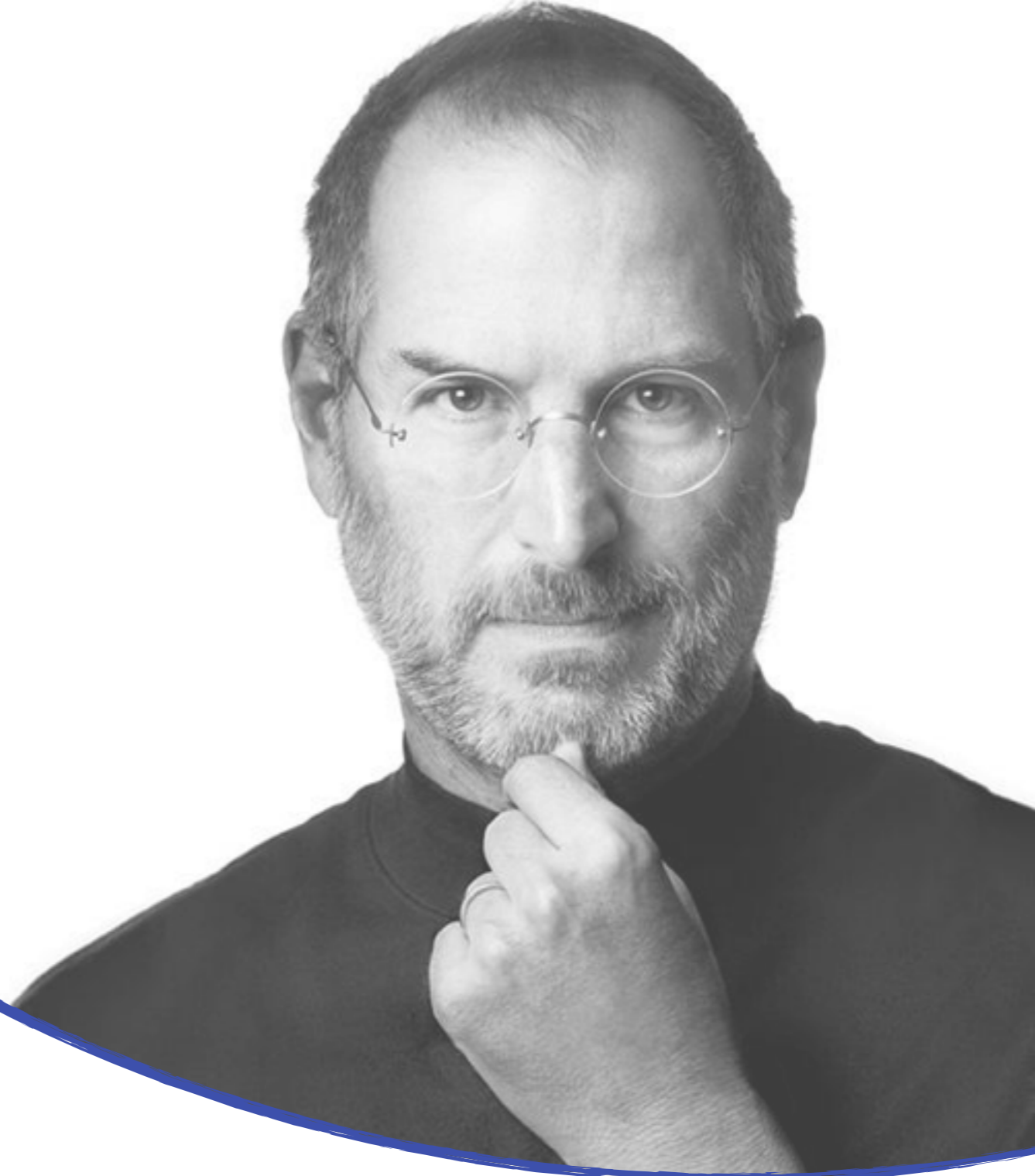
"When it comes to creative work, there is a time for seriousness and for play, and very often, the best work is a result of combining effort and ease."



Ten Things Highly Creative People Do Differently

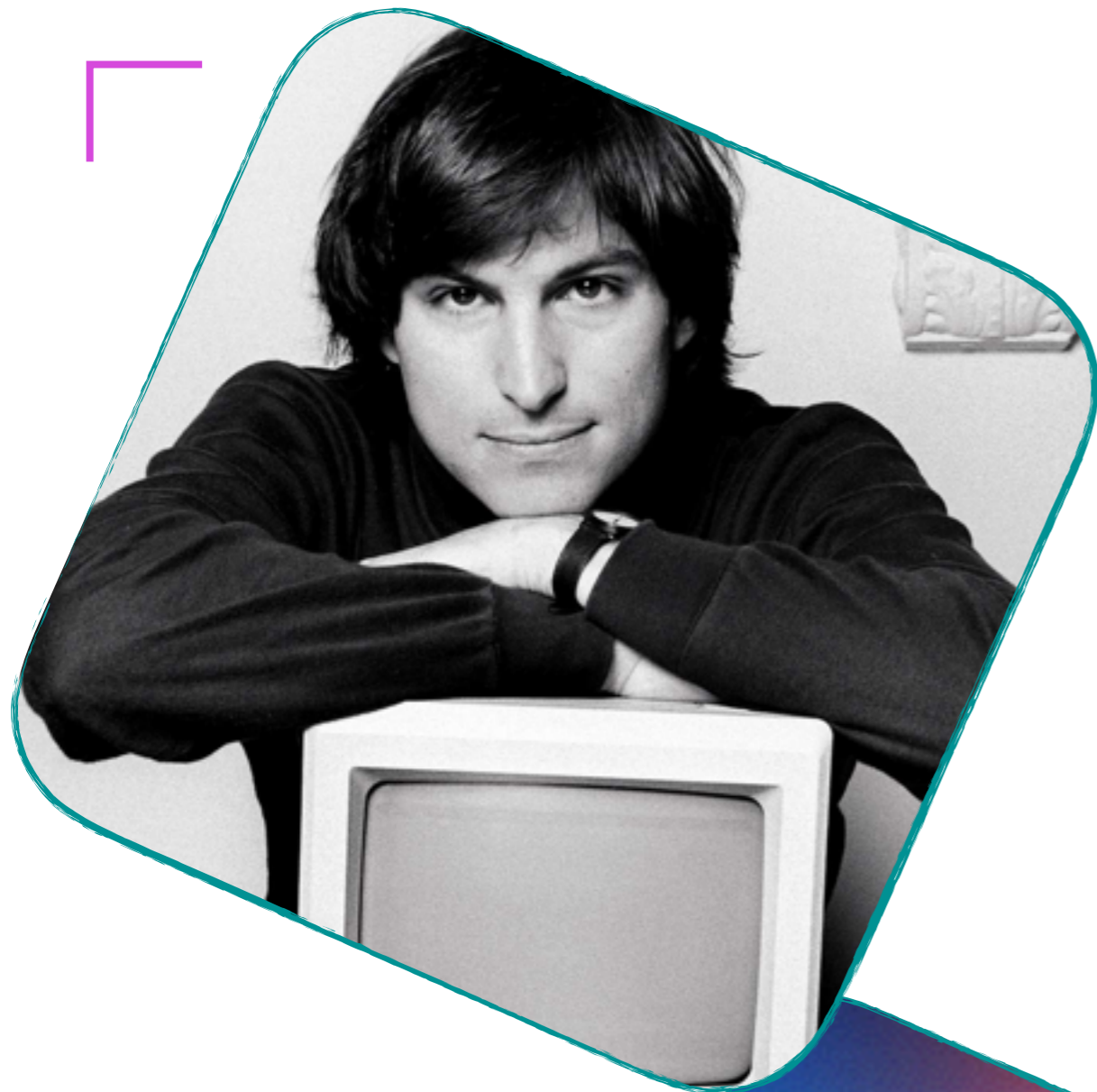


2. Passion



Steve Jobs said
igniting passion is

“the only way to do great work.”

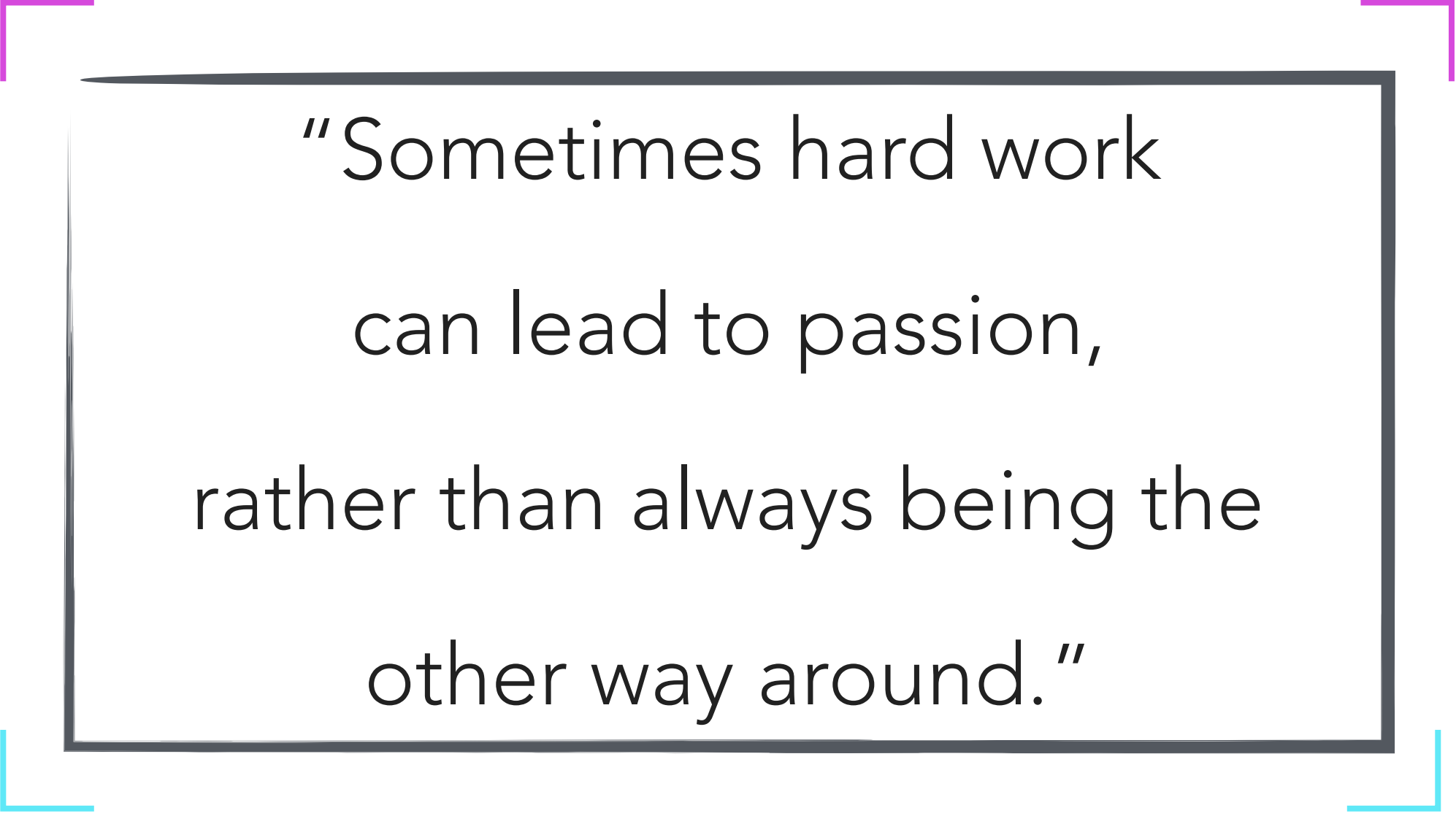


“A love of one’s work
is key to not only
productivity
but also high-level
creativity.”





“Passionate people are more likely to do the **hard work** necessary to achieve their goals.”



"Sometimes hard work
can lead to passion,
rather than always being the
other way around."

A photograph of two hands reaching towards each other in a field of tall grass under a blue sky. The hands are positioned in the center-right of the frame, with the fingers almost touching. The background is a clear blue sky with some light clouds and a field of tall, golden-brown grass in the foreground. The lighting is warm, suggesting a sunset or sunrise.

Three Ways to Develop Passion:

- 1. New Experiences*
- 2. Will / Hope*
- 3. Hard Work*

Ten Things Highly Creative People Do Differently

3. Daydreaming

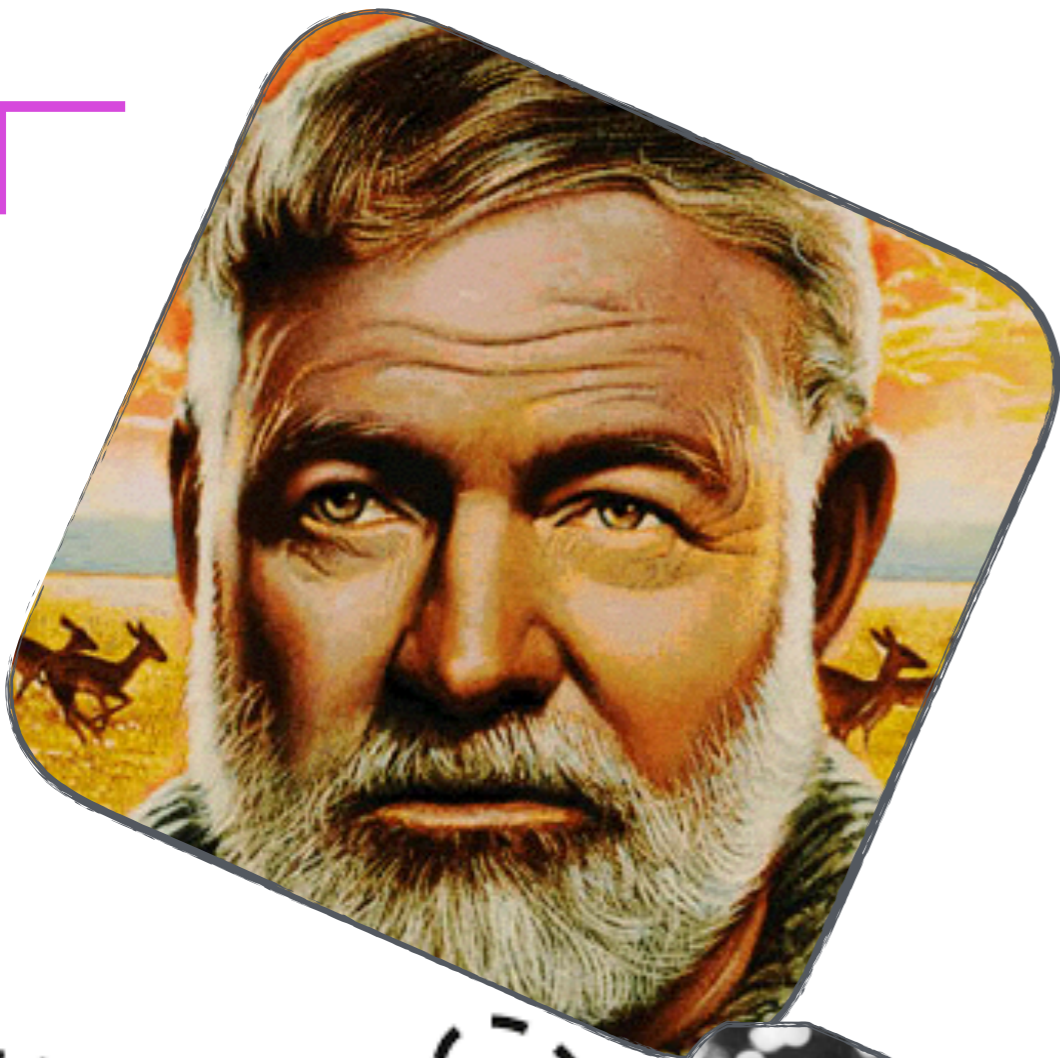




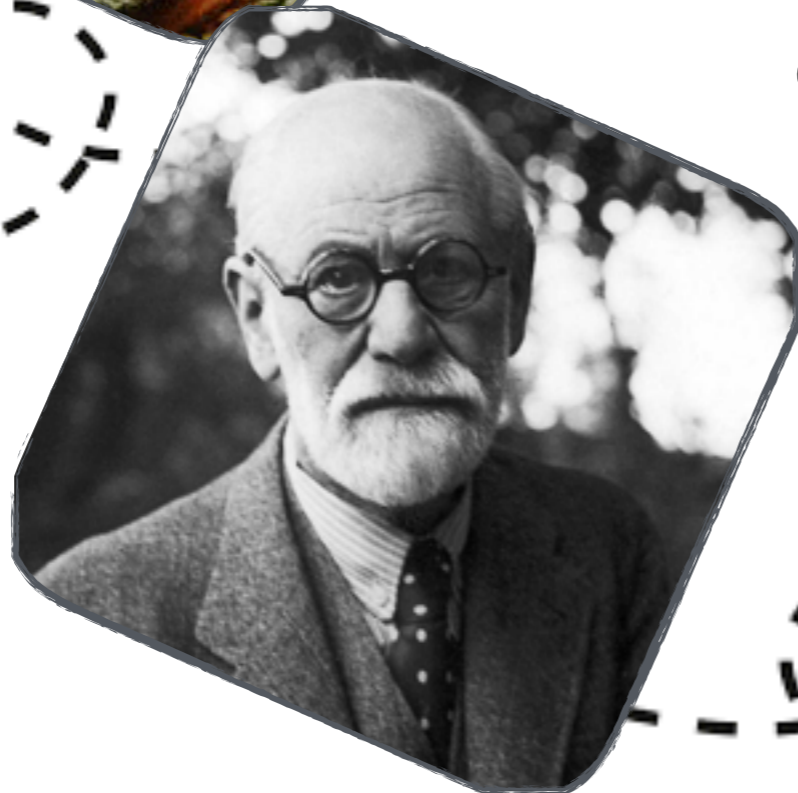
“Wandering offers very personal rewards, including creative incubation, self awareness, future planning, reflection on the meaning of one’s experiences, and even compassion.”

“Creative work requires a connection to one’s inner monologue, and it is from this stream of desires, emotions, and ways of making sense of the world that new ideas and novel perspective arise.”





“Aristotle, Nietzsche, Freud, Hemingway, Jefferson, Dickens, Beethoven, and many other thinkers made regular strolls a part of their creative process.”






“Nietzsche went so far as to say that ‘all truly great thoughts are conceived by walking’”.



“A shower is also, quite literally, a place of incubation - a change of scenery relatively free from distraction.”

A photograph of two hands reaching towards each other in a field of tall grass under a blue sky. The hands are positioned in the center-right of the frame, with the fingers almost touching. The background is a clear blue sky with some light clouds, and the foreground is filled with tall, golden-brown grass. The lighting is bright, suggesting a sunny day.

Three Ways to Enhance Daydreaming:

- 1. Take 5 Minute Breaks*
- 2. Shower Time*
- 3. Walking or Comparable Activity*

Ten Things Highly Creative People Do Differently



4. Solitude



“Solitude is an essential element of self-discovery and emotional maturity.”

“The reflection undertaken in solitude can give rise to our most profound personal and creative insights.”





“Being alone forces us to reflect upon all aspects of ourselves - even those parts that we normally choose to leave unexamined”.

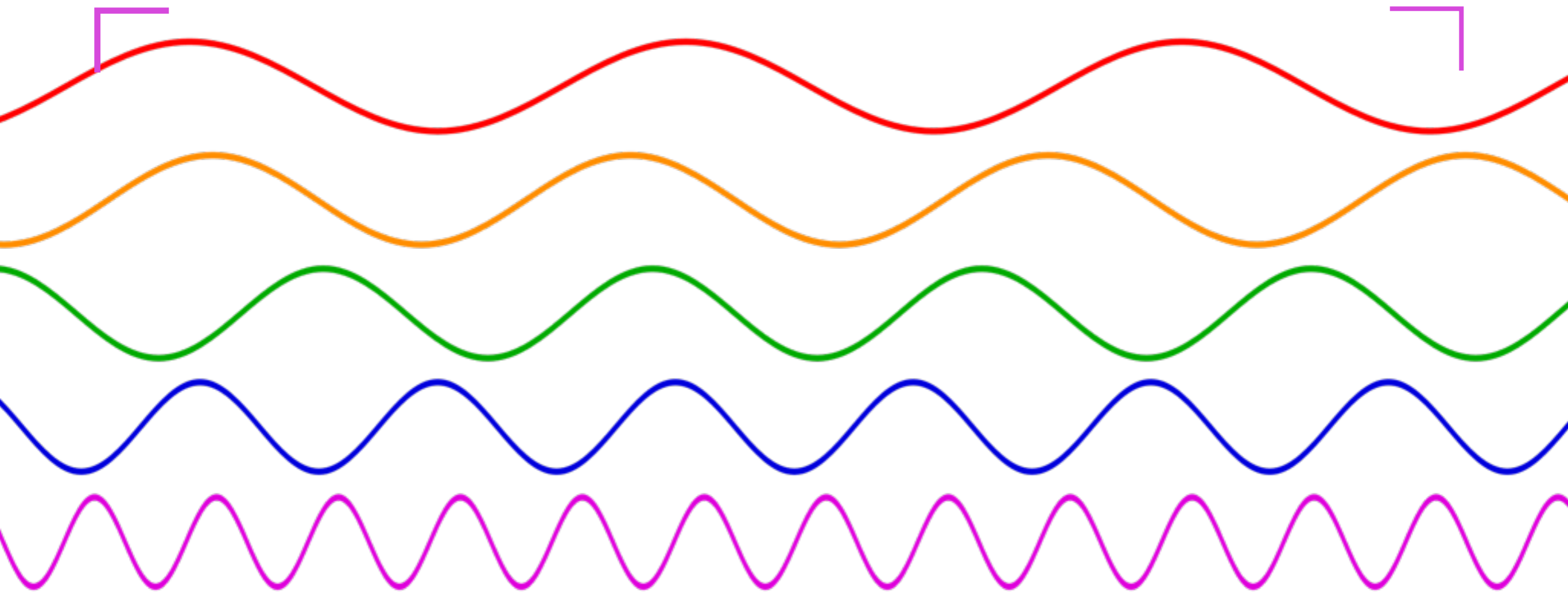


“Our culture has come to overemphasize the importance of constant social interaction, devaluing and misunderstanding aloneness as a result.”



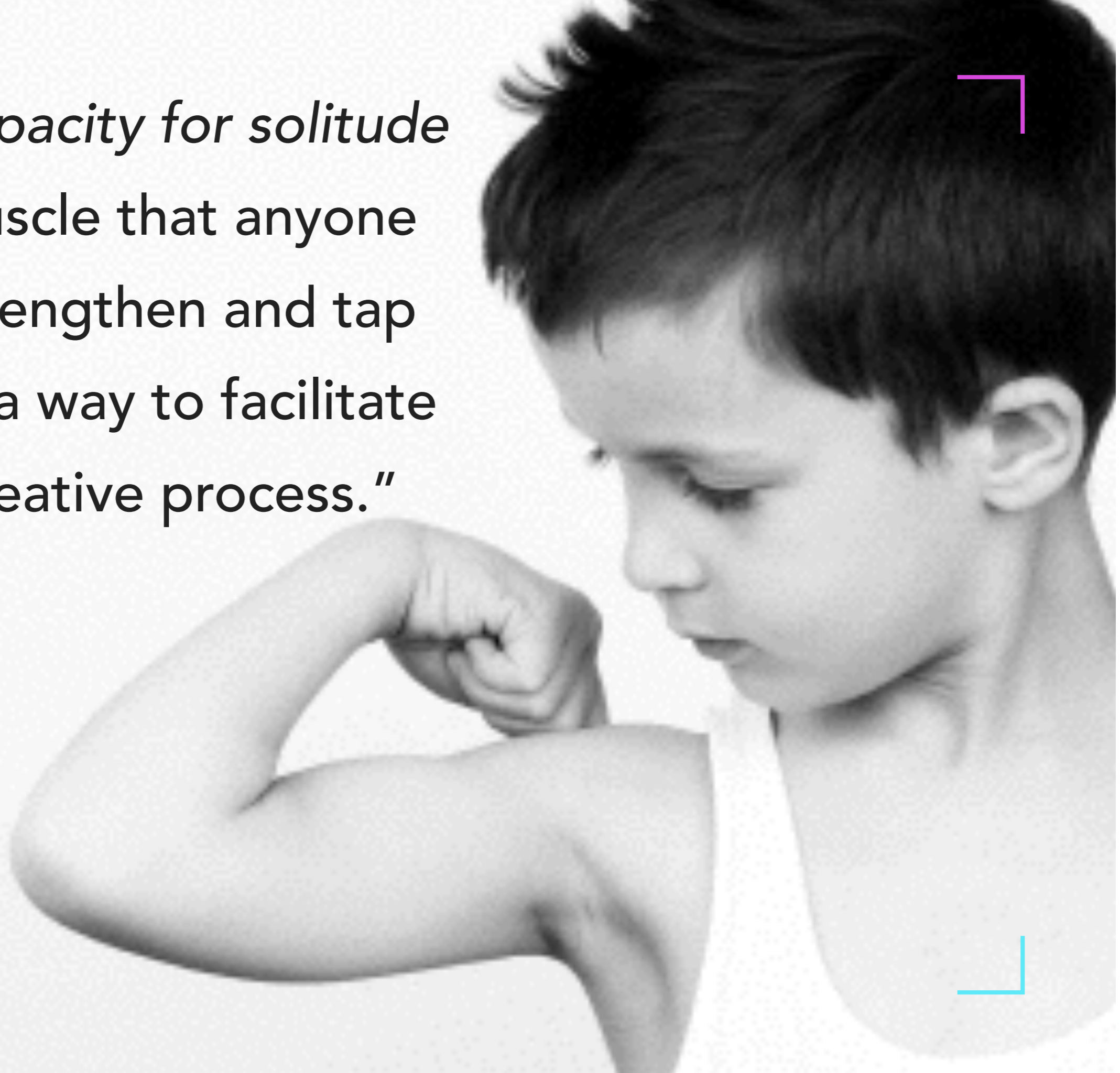
“The act of creating requires us to find time to ourselves and slow down enough to hear our own ideas - both the good and the bad ones.”





“Solitary, inwardly focused reflection employs a different brain network than outwardly focused attention.”

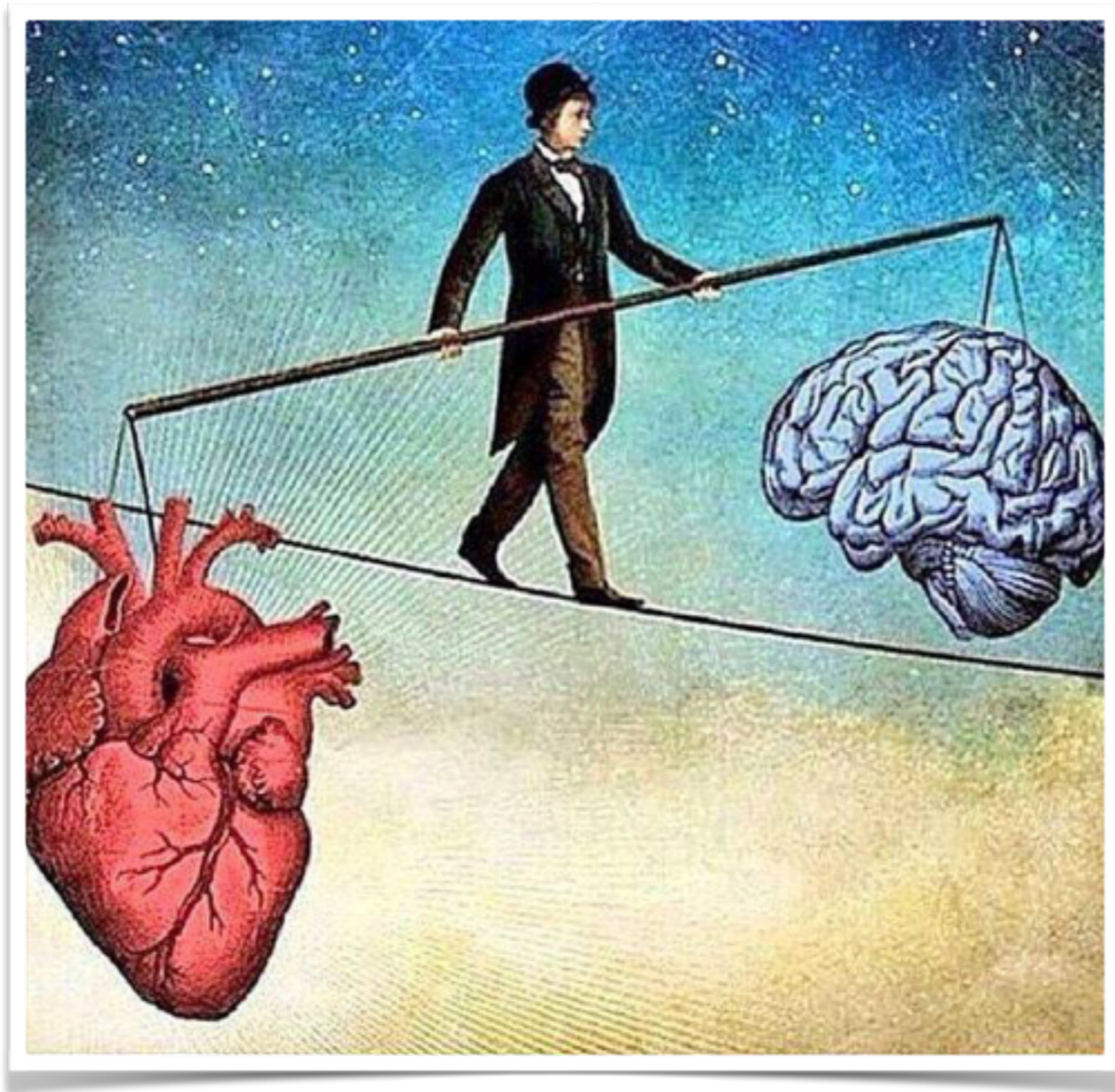
“The *capacity for solitude* is a muscle that anyone can strengthen and tap into as a way to facilitate the creative process.”



Ten Things Highly Creative People Do Differently



5. Intuition



“Gut feelings and inner knowledge - the unconscious nudges that propel us to action or bring about sudden shifts in perspective - are a guiding force in our lives.”



“Steve Jobs went so far
as to call intuition
'more powerful than
intellect.'”



“Trained in Zen Buddhism, Jobs came to value experimental wisdom over empirical analysis.

He could sniff the winds and sense what lay ahead.”



“Intuition arises from unconscious, or spontaneous, information-processing systems, and it plays an important role in how we think, reason, create, and behave socially.”





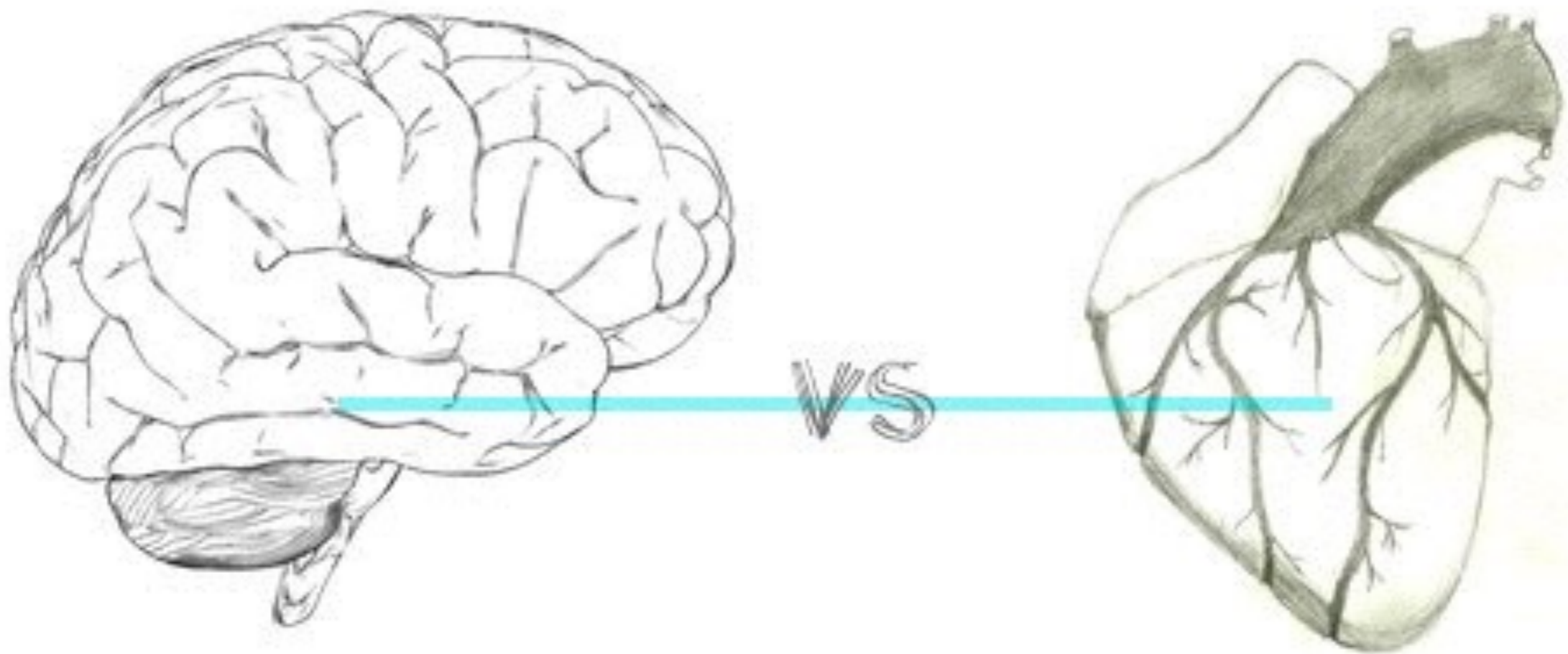
“Nonconscious processes may indeed be faster and structurally more sophisticated than our conscious thinking systems.”



“Spontaneous processes play the largest role during the *generative phase* of creative thinking.

Then, during the *exploratory phase* of creative cognition, we tap into the conscious rational mind.”

“The key to wise decision-making, is knowing when to trust your intuition and when to be wary of it and do the hard work of thinking things through.”



Ten Things Highly Creative People Do Differently

6. Openness to Experiences





“We need new and unusual experiences to think differently.”



“It’s what *disrupts the familiar* that triggers new ways of seeing things.”





“Any life experience - whether traumatic or ecstatic - that diversifies our repertoire of experiences and pushes us outside of habitual thought patterns can lead to enhanced cognitive flexibility and creativity.”



3 Kinds of Experiential Engagement

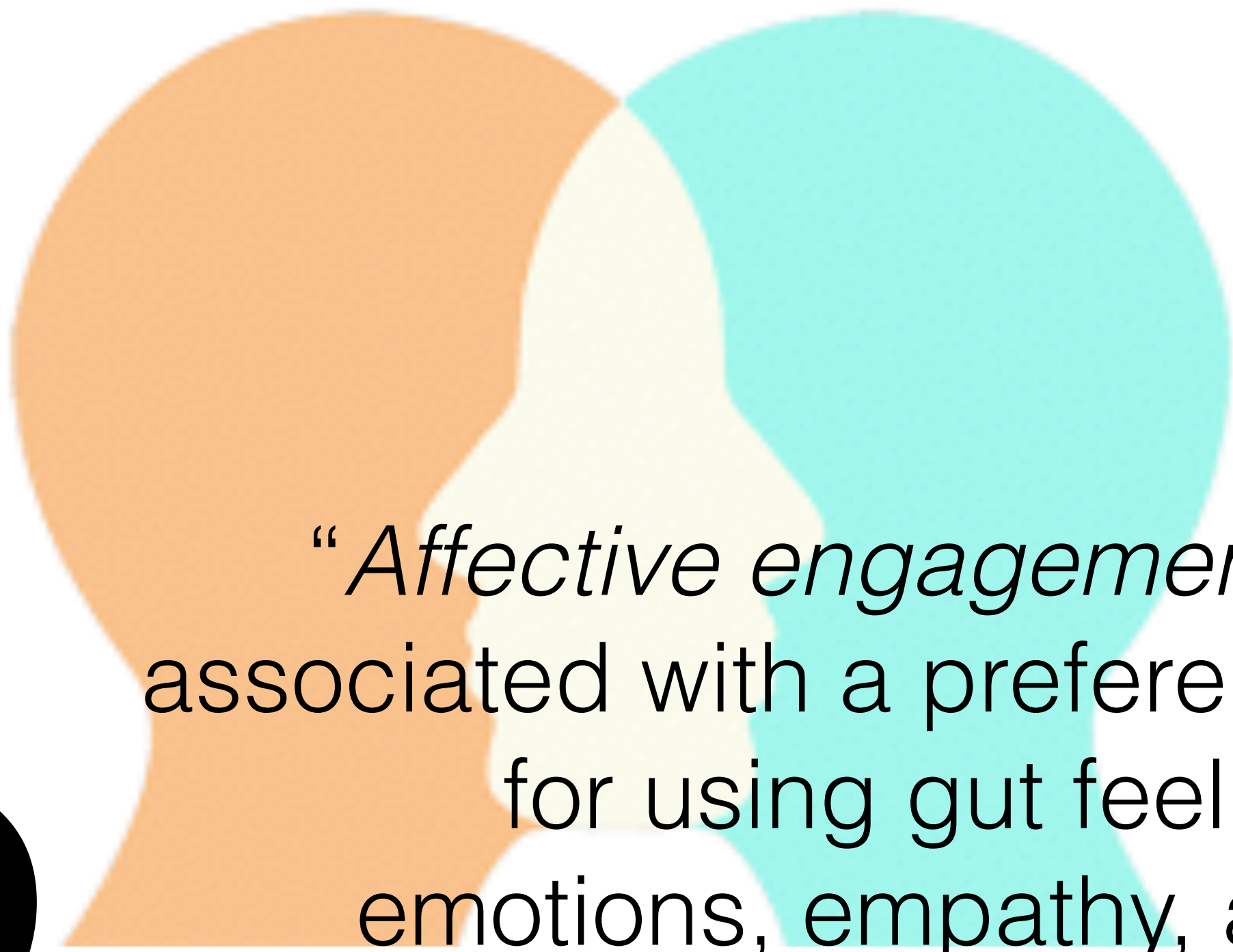




“Intellectual engagement is characterized by a searching for truth, love of problem solving, and drive to engage with ideas.”

Intellectual Engagement

1



“*Affective engagement* is associated with a preference for using gut feeling, emotions, empathy, and compassion to make decisions.”

Affective Engagement

2



“*Aesthetic engagement*
exhibits a drive toward
exploring fantasy and art
and tends to experience
emotional absorption in
beauty.”

Aesthetic Engagement





“Periods of immigration have preceded periods of extraordinary creative achievement in various cultural contexts.”

“Immigrants bring fresh ideas, culture, and customs to an existing cultural infrastructure, creating more diverse experiences for *everyone.*”





“The newcomers to a field are sometimes the ones who come up with the ideas that truly innovate and shift paradigms.”



“Instead, highly creative people tend to engage in a large group of loosely related activities, forming a broad ‘network of enterprises.’”

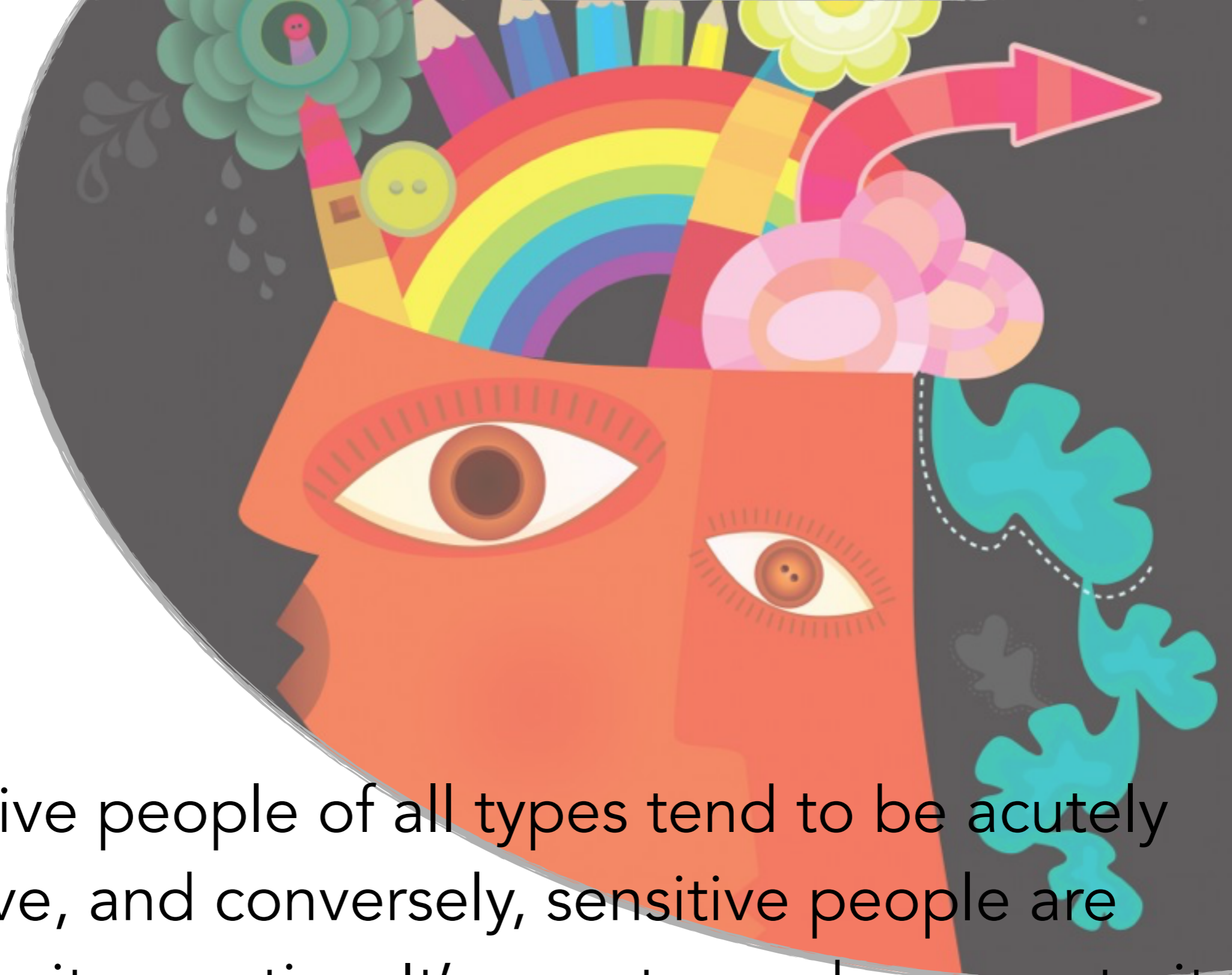
Ten Things Highly Creative People Do Differently



Ten Things Highly Creative People Do Differently

8. Sensitivity





“Creative people of all types tend to be acutely sensitive, and conversely, sensitive people are often quite creative. It’s easy to see how one trait feeds into the others.”



“There’s simply more to observe, take in, feel, and process from their environment.”



“To highly sensitive people, as Pulitzer Prize-winning writer Pearl S. Buck suggested, the world may appear to be more colorful, dramatic, tragic, and beautiful.”



“Sensitive people often pick up on the little things in the environment that others miss.”



Ten Things Highly Creative People Do Differently

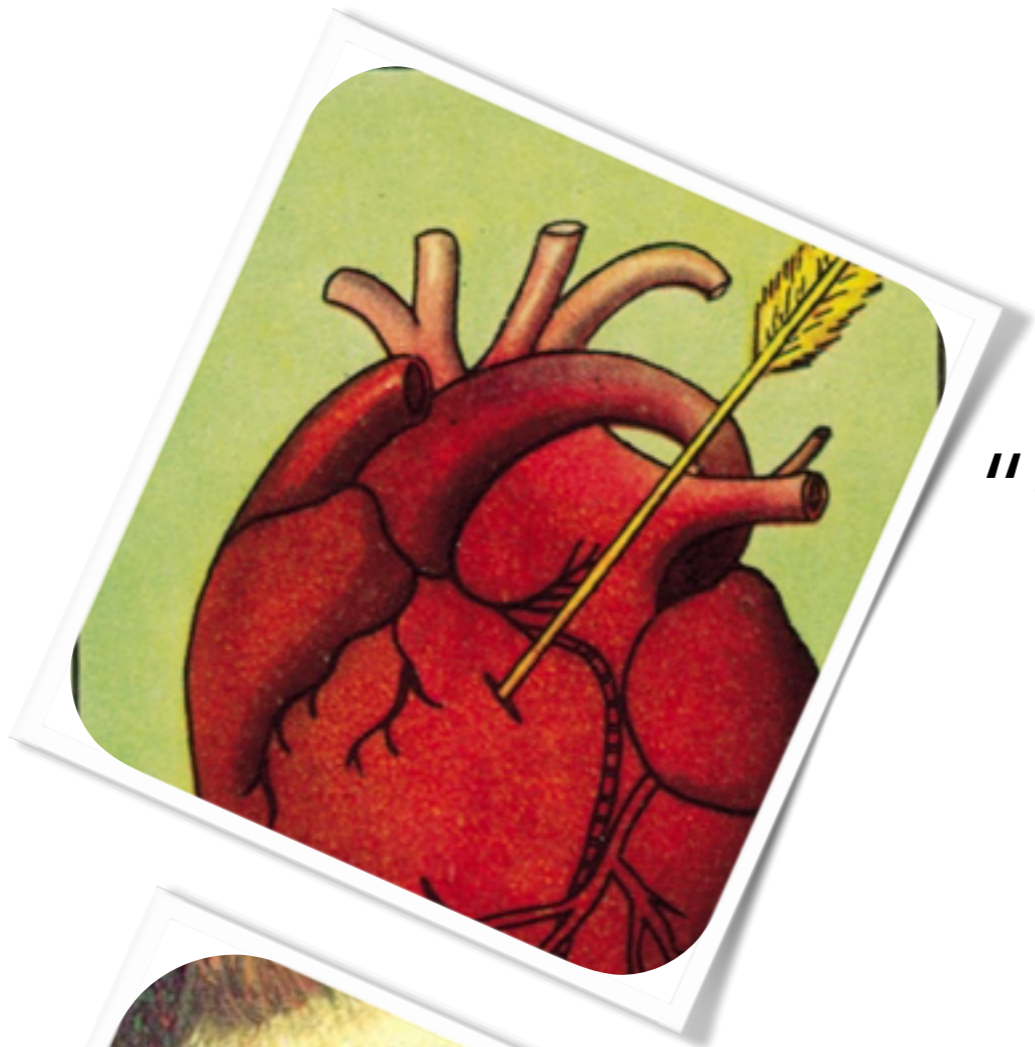


“In some ways suffering ceases to be suffering at the moment it finds a meaning.”





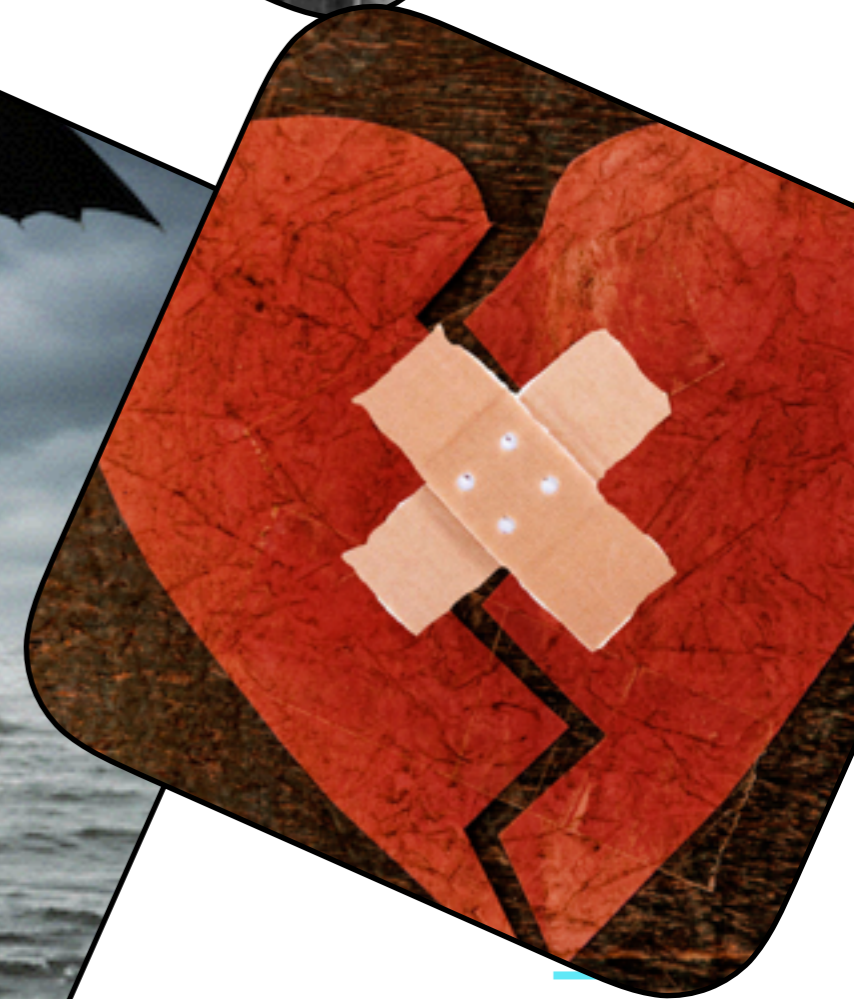
“Creative work can be a way of exploring and giving expression to that meaning.”



“Creative work doesn’t
require adversity, and
it’s important to
remember that the
myth of the tortured
artist is just that - a
myth.”



“Adverse events are moments that force us to reexamine our beliefs and life projects - and therein lies their power and creative potential.”



“We’re forced to reconsider things we took for granted, and we’re forced to think about new things.”

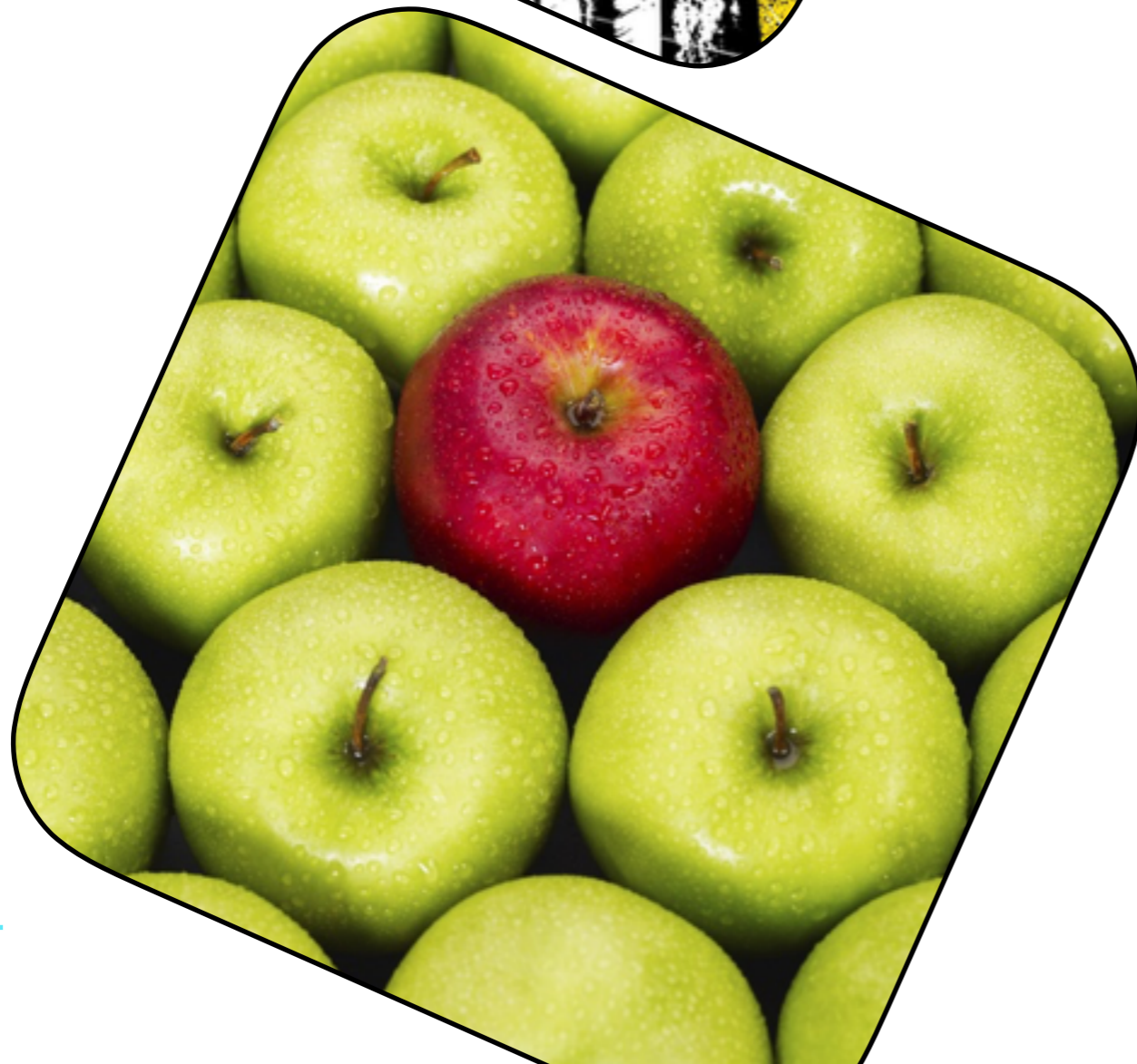




“Creative people are united
by their unwillingness to abide
by conventional ways of thinking
and doing things.”



“To not only generate but to *share* nontraditional ideas, one must be willing to be a bit of a troublemaker and risk being labeled an outsider.”



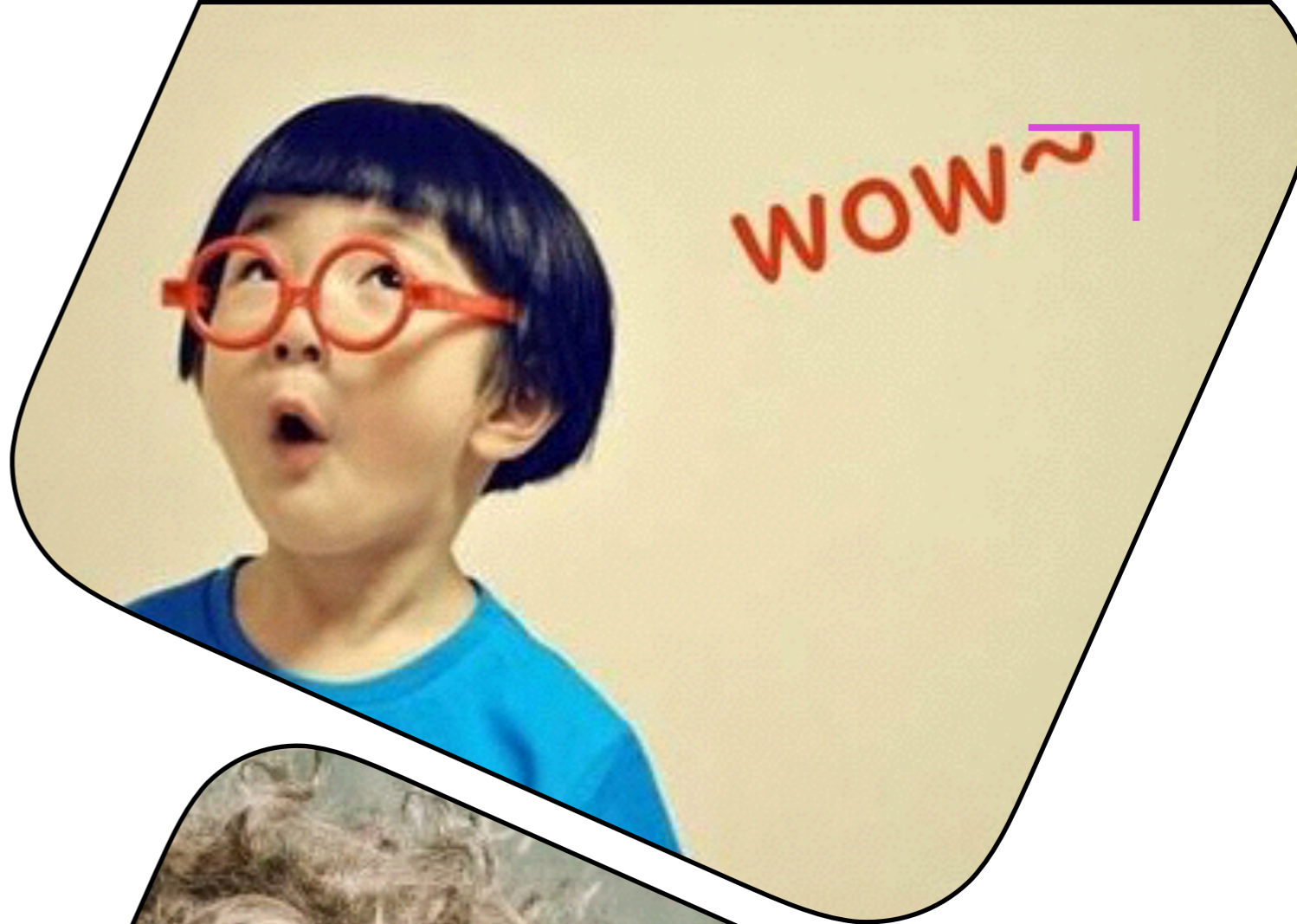
“Many children grow up in environments that devalue creative thought and instead reward imitation, memorization, and rote learning.”



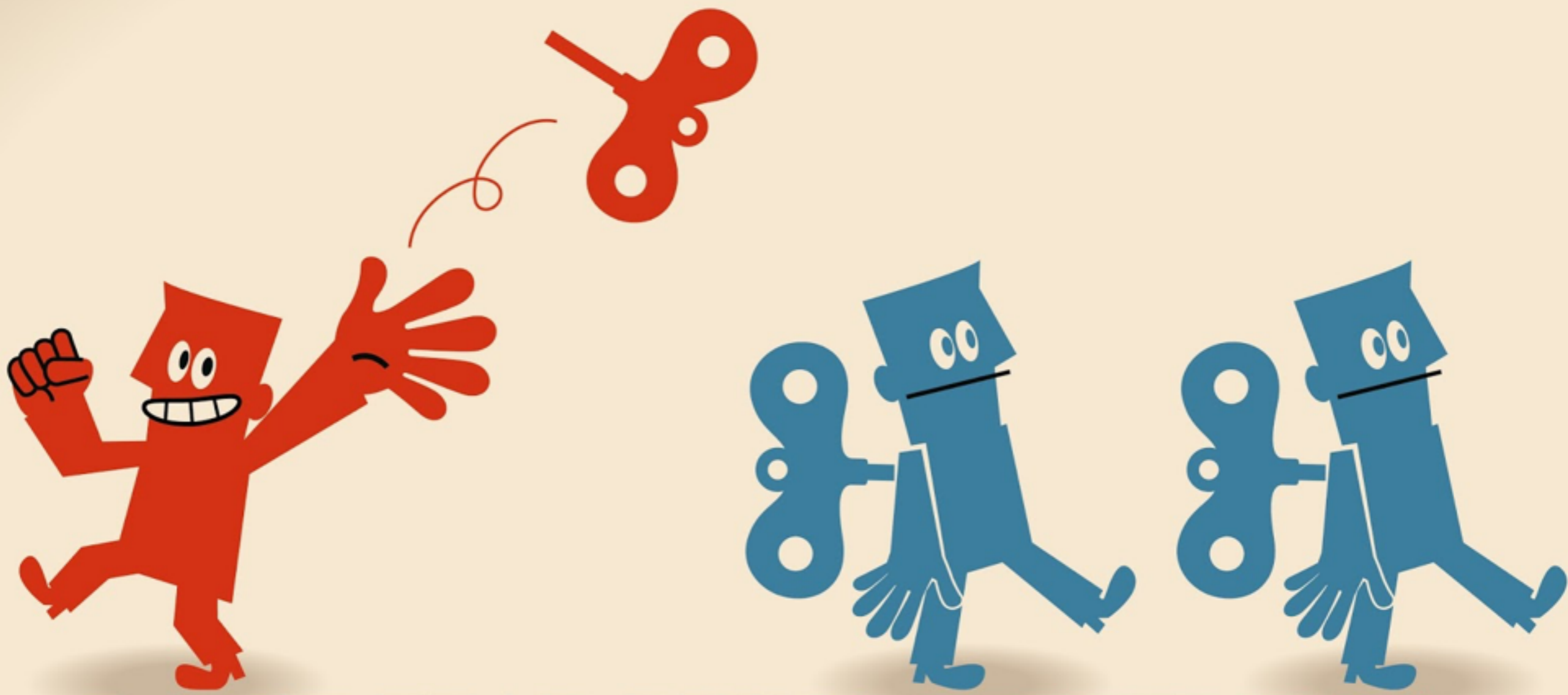


“Many people can recall an experience during childhood - probably in elementary school - when they were punished for thinking differently.”

“These experiences can lead children to suppress their natural inquisitive and creative instincts.”



“When it comes time to share his or her ideas, the nonconformist must then be able to control the fear response triggered by the possibility of failure.”





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Highly Creative People
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