

INTRO

TEN TERMS

**HISTORICAL
PERSPECTIVES**

**WHAT IS A
CREATIVE AGE
LIKE?**

LIFE ISSUES

WORK + LIFE

**THE ABSENCE OF
PROBLEM SOLVING**

**DESIGNING AN
ECONOMIC
SYSTEM**

**LESSONS FROM
TOKUGAWA, JAPAN**

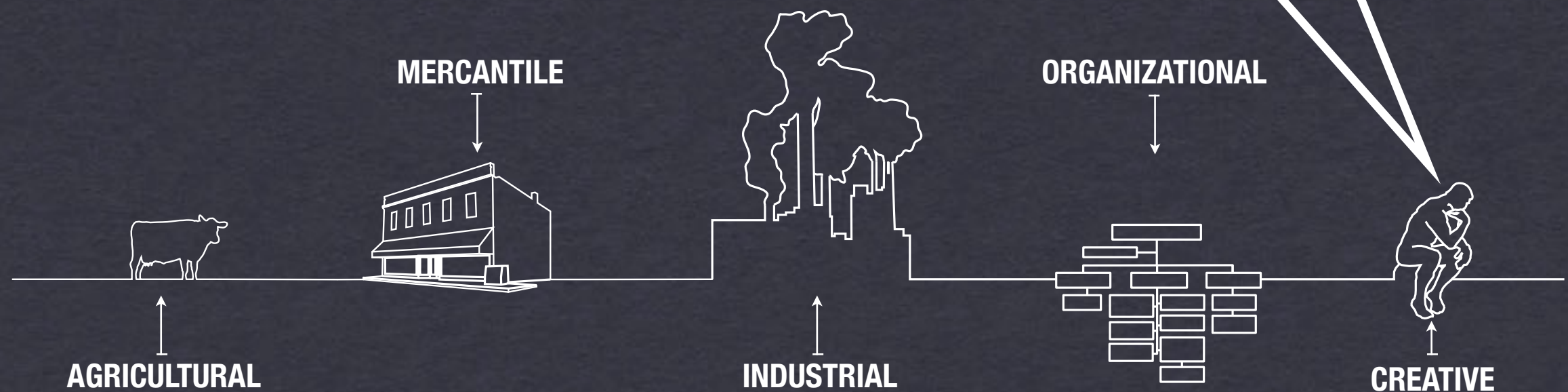
**THE PRESENCE OF
PROBLEM SOLVING**

**LESSONS FROM
ALEXANDER
HAMILTON**

**CREATING A
GEOGRAPHICAL
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AMERICA**

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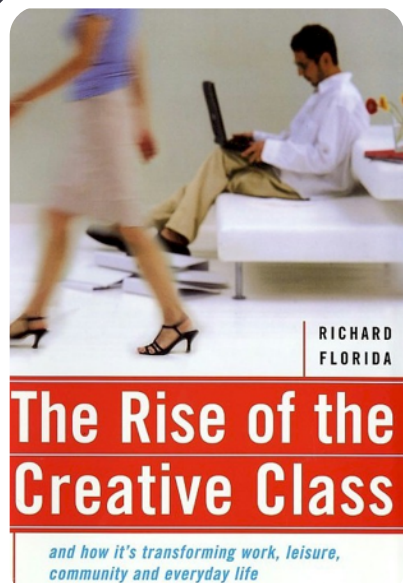
WHAT IS A CREATIVE AGE LIKE?



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?



1-MORE THAN INTELLIGENCE



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



1-MORE THAN INTELLIGENCE

2- ABILITY TO SYNTHESIZE

8 CHARACTERISTICS OF CREATIVE PEOPLE



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.**



1-MORE THAN INTELLIGENCE

2- ABILITY TO SYNTHESIZE



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

1-MORE THAN INTELLIGENCE

2- ABILITY TO SYNTHESIZE



**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.**

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

1-MORE THAN INTELLIGENCE

2- ABILITY TO SYNTHESIZE



3- SELF-ASSURANCE AND
ABILITY TO TAKE RISKS

4- SUBVERSIVE, GIVEN TO REBELLION

1-MORE THAN INTELLIGENCE

2- ABILITY TO SYNTHESIZE



‘CREATIVE WORK IS DOWNRIGHT SUBVERSIVE’

‘ALL CREATIVITY IS AN ACT OF REBELLION’

3- SELF-ASSURANCE AND
ABILITY TO TAKE RISKS

4- SUBVERSIVE, GIVEN TO REBELLION

1-MORE THAN INTELLIGENCE

2- ABILITY TO SYNTHESIZE



5- ORDINARY ABILITIES

3- SELF-ASSURANCE AND
ABILITY TO TAKE RISKS

4- SUBVERSIVE, GIVEN TO REBELLION

1-MORE THAN INTELLIGENCE

2- ABILITY TO SYNTHESIZE



CREATIVITY DRAWS CRUCIALLY ON OUR ORDINARY ABILITIES.

NOTICING, REMEMBERING, SEEING, SPEAKING, HEARING, UNDERSTANDING LANGUAGE, AND RECOGNIZING ANALOGIES:

ALL THESE TALENTS OF EVERYMAN ARE IMPORTANT.

5- ORDINARY ABILITIES

3- SELF-ASSURANCE AND ABILITY TO TAKE RISKS

4- SUBVERSIVE, GIVEN TO REBELLION

1- MORE THAN INTELLIGENCE

2- ABILITY TO SYNTHESIZE



5- ORDINARY ABILITIES

3- SELF-ASSURANCE AND
ABILITY TO TAKE RISKS

6- 4-STEP PROCESS

4- SUBVERSIVE, GIVEN TO REBELLION

1-MORE THAN INTELLIGENCE

2- ABILITY TO SYNTHESIZE



FOUR-STEP PROCESS:
1-PREPARATION
2-INCUBATION
3-ILLUMINATION
4-VERIFICATION OR REVISION

5- ORDINARY ABILITIES

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

6- 4-STEP PROCESS

**4- SUBVERSIVE, GIVEN TO
REBELLION**

1-MORE THAN INTELLIGENCE

2- ABILITY TO SYNTHESIZE



5- ORDINARY ABILITIES

3- SELF-ASSURANCE AND
ABILITY TO TAKE RISKS

6- 4-STEP PROCESS

4- SUBVERSIVE, GIVEN TO REBELLION

1-MORE THAN INTELLIGENCE

2- ABILITY TO SYNTHESIZE

7- DIVERSE EXPERIENCE



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

3- SELF-ASSURANCE AND
ABILITY TO TAKE RISKS

2- ABILITY TO SYNTHESIZE

5- ORDINARY ABILITIES

4- SUBVERSIVE, GIVEN TO
REBELLION

6- 4-STEP PROCESS

7- DIVERSE
EXPERIENCE



5- ORDINARY ABILITIES

8- HARD WORK

3- SELF-ASSURANCE AND
ABILITY TO TAKE RISKS

6- 4-STEP PROCESS

4- SUBVERSIVE, GIVEN TO REBELLION

1-MORE THAN INTELLIGENCE

7- DIVERSE EXPERIENCE

2- ABILITY TO SYNTHESIZE



CREATIVITY REQUIRES HARD WORK:
10% INSPIRATION
90% PERSPIRATION



5- ORDINARY ABILITIES

8- HARD WORK

3- SELF-ASSURANCE AND
ABILITY TO TAKE RISKS

6- 4-STEP PROCESS

4- SUBVERSIVE, GIVEN TO REBELLION

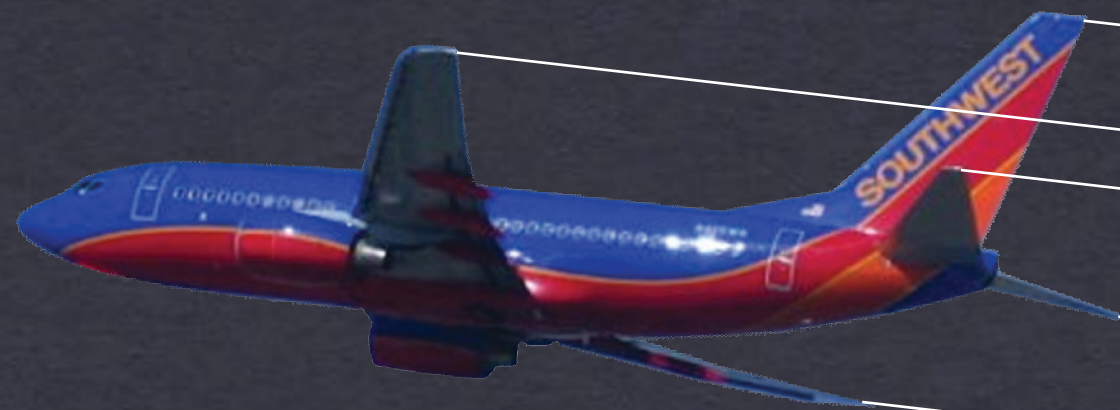
1-MORE THAN INTELLIGENCE

7- DIVERSE EXPERIENCE

2- ABILITY TO SYNTHESIZE



CAN A LARGER % OF THE POPULATION BE CREATIVE?



WORK & LIFE: FOUR TOPICS



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

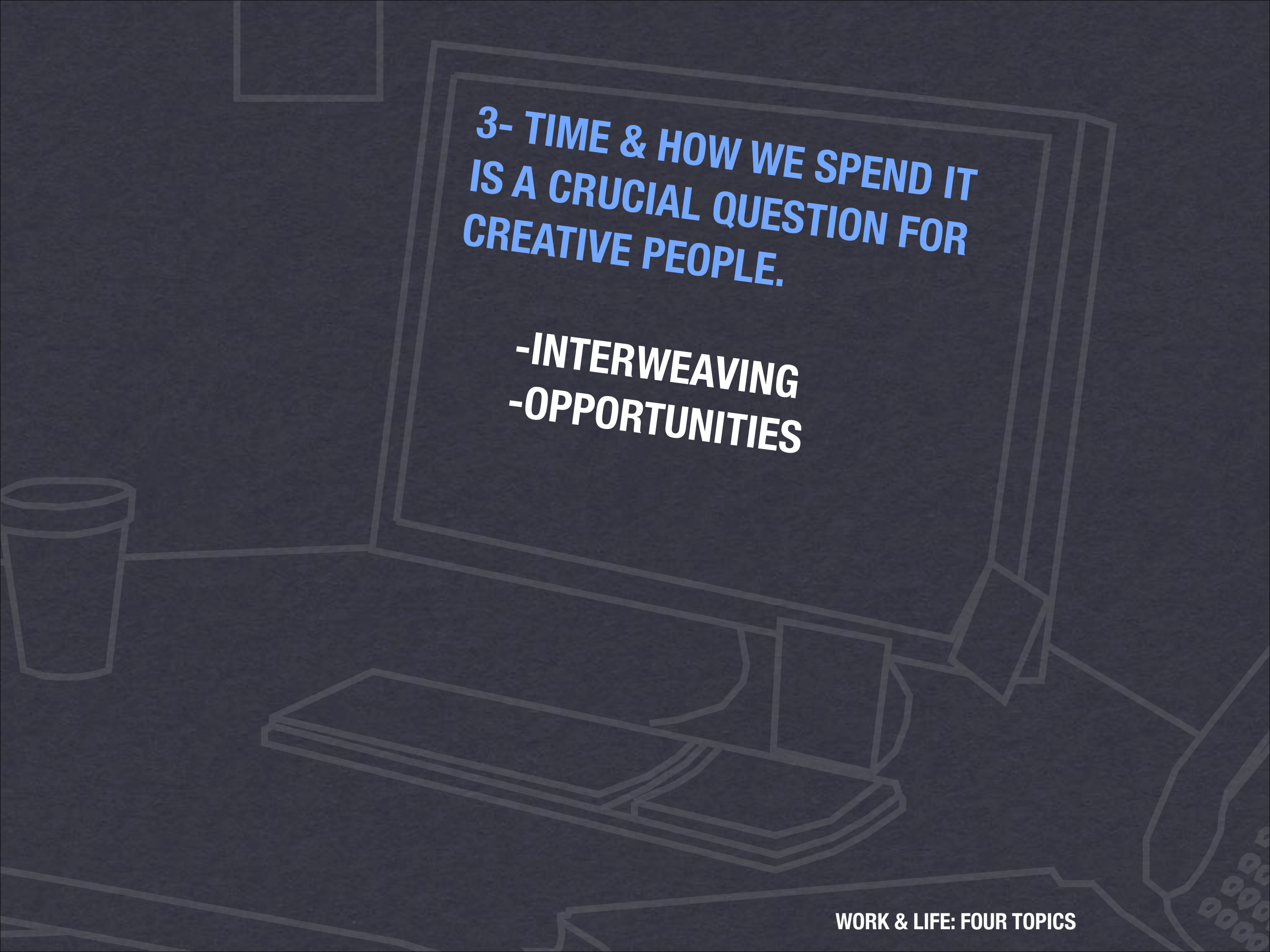
-FOR SELF-EDUCATION

-FOR SELF-STIMULATION

-FOR LIFELONG LEARNING

2-DEFINING OUR IDENTITY/ CHARACTER

**WHAT IS YOUR OCCUPATION
(NOT JUST YOUR JOB)?**



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

**-INTERWEAVING
-OPPORTUNITIES**

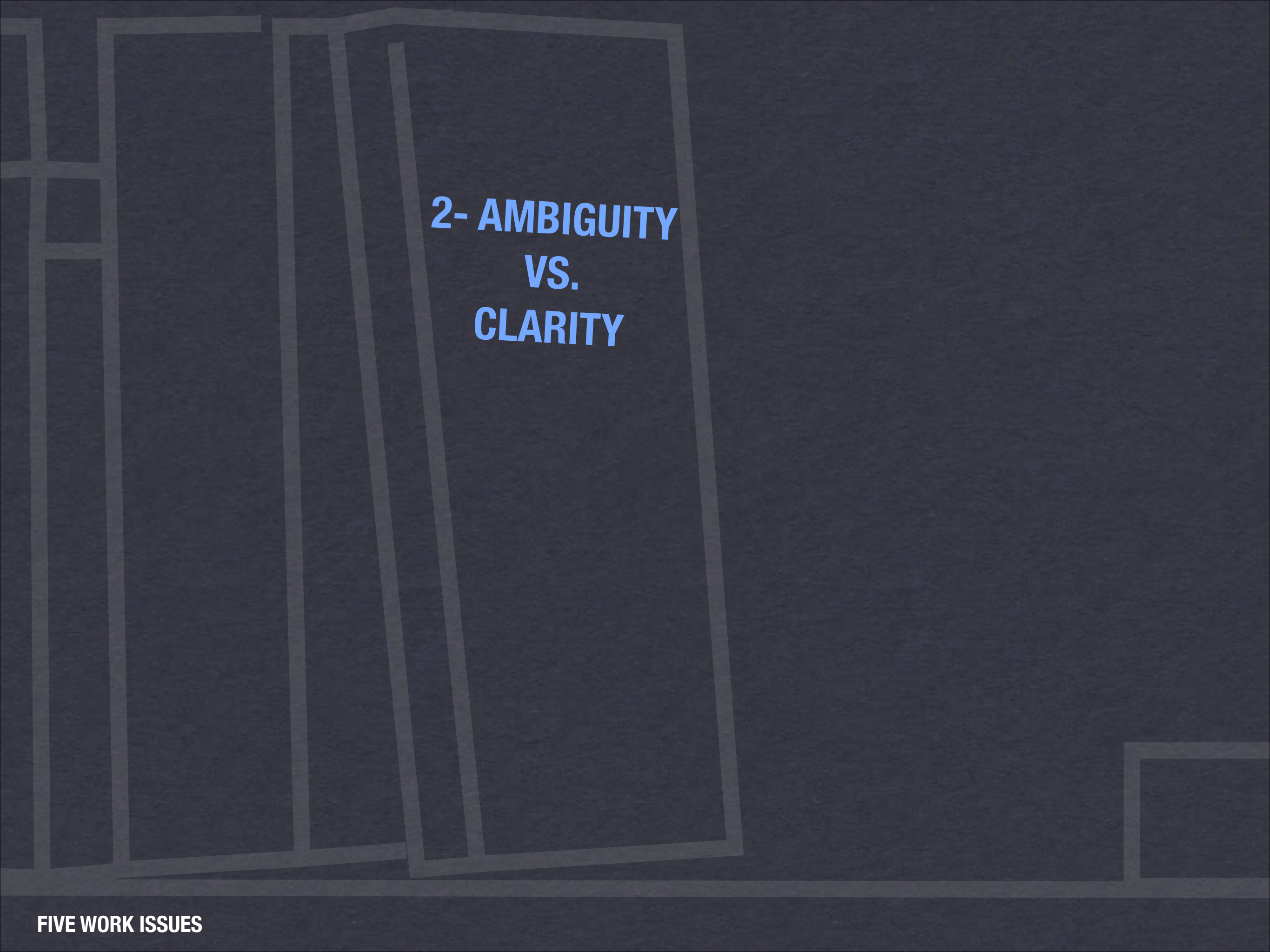
4- CYCLE OF LIFE

**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

3- FLEXIBLE TIME



**4-INDIVIDUAL
VS.
GROUP**



5-QUANTITY OF WORK

MODERNISM



ORDER
RATIONAL

LOGIC
TRUTH

POSITIVISM
IDEALIZATION
WHOLE
UTOPIA

OBJECTIVITY
HIERARCHY
DOMINATION
DEDUCTIVE REASONING

POST MODERNISM

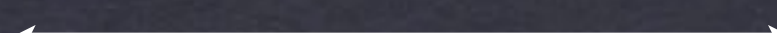


REALITY
POLITICAL / MORAL / ETHICAL

FEELING
KNOWING (COGNITION)

RELATIVISM
SKEPTICISM
EPISODIC
EVERYDAY LIFE

SUBJECTIVITY
INCLUSIVENESS
EGALITARIANISM
EXPERIENCE



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