In the debating club n°103

Discussion about creativity

! Discuss

The 6 Myths of Creativity

1. Creativity comes from creative types
2. Money is a creativity motivator
3. Time pressure fuels creativity
4. Fear forces breakthroughs
5. Competition beats collaboration
6. A Streamlined Organization Is a Creative Organization

B. Breen 2004
http://www.fastcompany.com/magazine/89/creativity.html

! versus

The work of German association for Creativity is guided by 12 principles

1. Everyone has creative abilities which vary in type and degree.
2. Creative talents are usually quite high in childhood and diminish more and more by age.
3. Creativity is based on knowledge, experience, and understanding; it does also take advantage of subconscious sources.

4. Fear and lack of freedom in a work environment can heavily obstruct creativity. Creativity is much better unfolded by open-mindedness and by preparedness and courage towards change.
5. Creativity can be developed in a person and stimulated like every other ability through insight, experience, and practice.
6. Original and lasting solutions emerge more often by confronting other knowledges and experiences than by going more deeply into the specific problem being worked on.
7. Creative abilities have the tendency of getting strengthened and reinforced in a constructive group setting.
8. Through training and creativity techniques, not only the number, but also the originality and the quality of the ideas will be considerably raised.
9. Creative thinking and behaviour gives motivation and leads towards successful outcomes. It brings more meaning and fulfillment to one's life.
10. Creativity is helpful in all scopes of our lives; it benefits us in professional tasks, in arts, and also in the private sphere.
11. Creativity is the source of all innovations; it brings good living standards and secures the wealth of individuals and of the society.
12. Creativity is an inexhaustible resource never running dry.

Jahrbuch der Kreativität 2010
http://www.jahrbuch-kreativitaet.de

References

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[4] D. Dearlove. Business. The Richard Branson Way.
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[5] L. Kahney. Inside Steve's Brain.
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[6] The Goede award - 1 Million Euro to overcome gravity
The “Göde award for gravity research” is an innovative prize. The intent of this prize is to influence gravity with presently unknown methods. Applicants must successfully design, construct and complete an experiment with specified performance characteristics. A 20 gram heavy device or the assembly itself, is required to float freely at least 1 minute at a minimum distance of 10 cm from any surface.
http://www.goede-stiftung.org/en/goede-award/
https://en.wikipedia.org/wiki/Anti-gravity

[7] http://en.wikipedia.org/wiki/Serendipity

[8] C.Kim, R.Mauborgne. Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant.
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