

# **Conceptions and Misconceptions of Creativity**

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# In & Out Thinking

## APA Statistics

- 18% are listening
- 25% are having erotic thoughts
- 43%
- 57% are OUT Thinking

# In and Out Thinking

**You think faster than I can speak**

- **950 words per minute**

**Vs**

- **150 words per minute**
- **In 13 - 18 seconds**
- **Out 13 - 18 seconds**

# Creativity Is...

**Ideas or products that are  
both novel *and* useful**

# Views of Creativity

## Myth

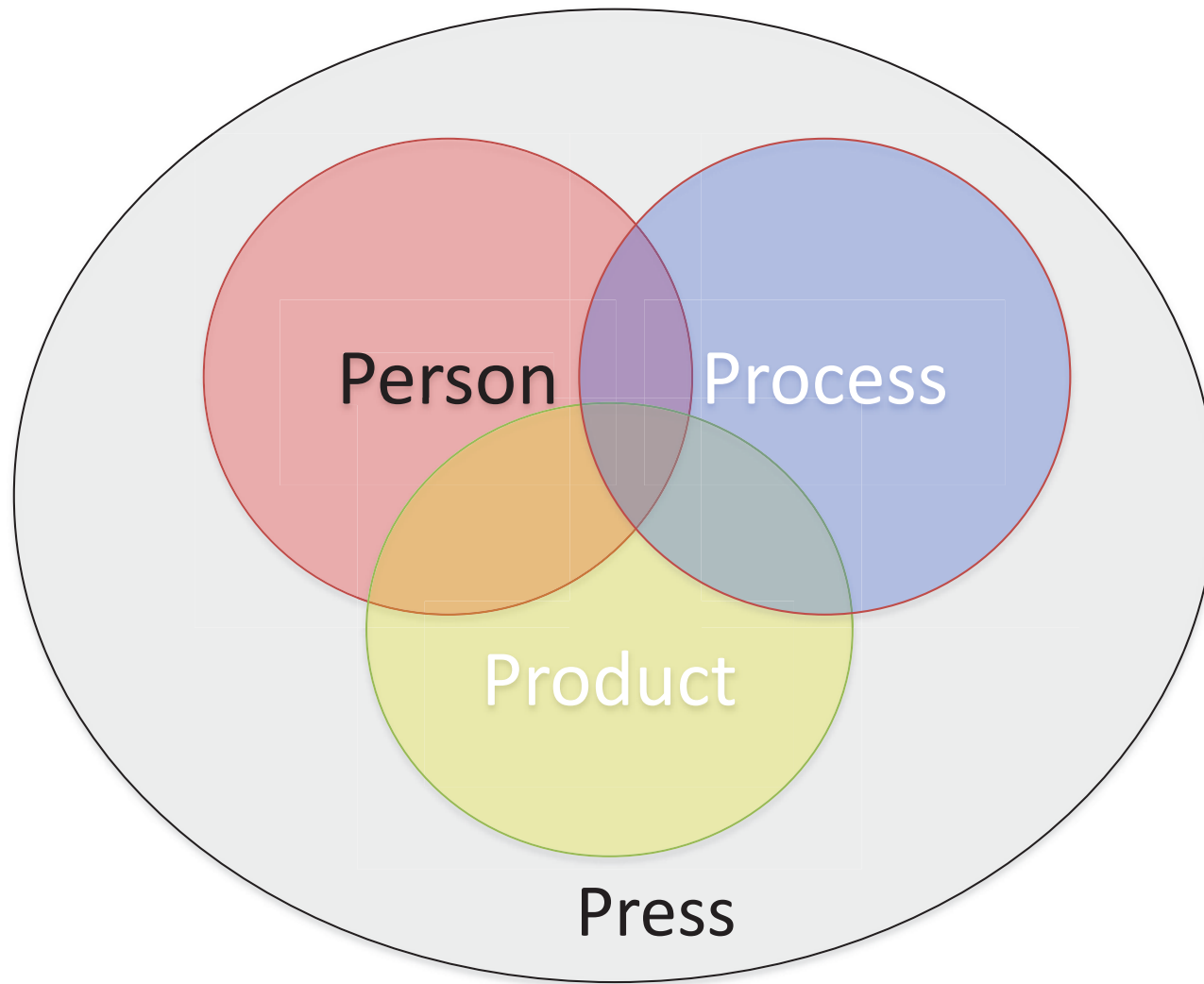
## Productive View

Mystery ... Understandable

Magic ... Natural

Madness ... Healthy

# 4 Ps of Creativity



# Person

- Flexibility
- Tolerance of ambiguity
- Curiosity

# Process

- Creative Problem Solving Process (CPS)
  - A way of thinking
- CPS Tools
  - Rational, cognitive, semantic tools



# Product

- Outcomes may be tangible or intangible
- Combination of newness and usefulness
- You get to decide on how creative it is

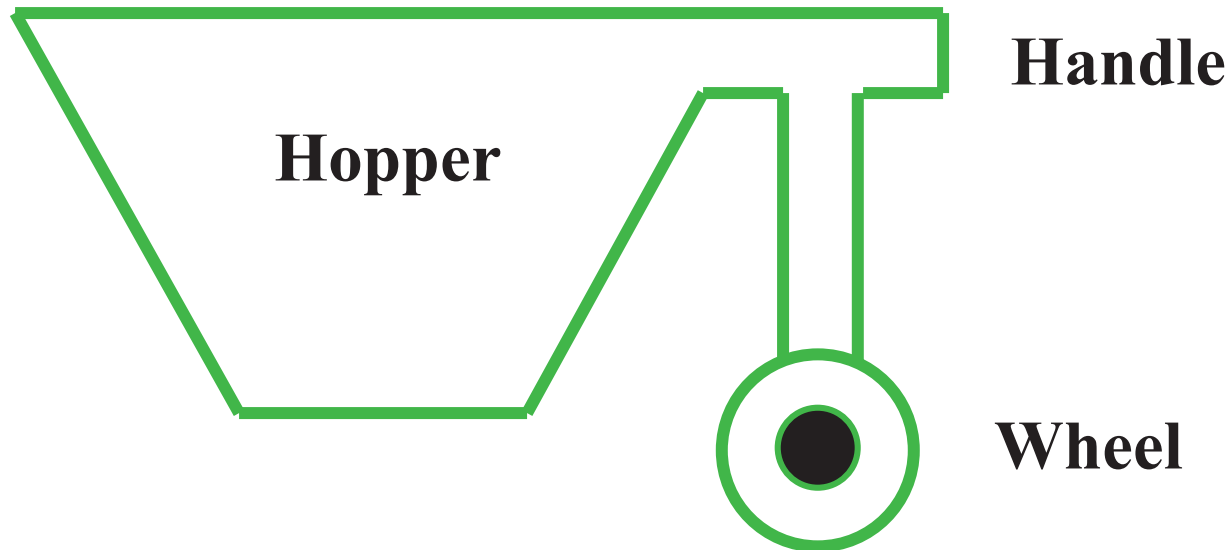
# Press

- Freedom
- Challenge
- Collaborative atmosphere
- Sufficient resources or time

# Creative Habits

- Attitude of mind
  - do not look for difficulties
  - do not use the word ***But***
  - support other people
  - Trial and Learn ... not trial and error
- Write down ideas when and where they arise
- Use divergent and convergent thinking at the appropriate time

# Design for New Wheelbarrow



# Pluses

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# Potentials

"It might ...."

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# Concerns

**State the concern just the way it comes out**

**Reword the concern as a question:**

Use a statement such as How To or How Might...

**How might ... ?**

What might be all the ways to get a hippopotamus out of a bathtub?





# Habits

























# On Habits

When you always do  
what you've always done,  
you always get  
what you always got.

-- *Socrates* (if he didn't say this he should have)

# Summary

All people have creative ability

- Person ... characteristics, style, habits
- Process ... separate divergent & convergent thinking activities
- Product ... opportunities for change
- Press ... support, resources, challenge, reward

# Summary

With each idea a person comes attached

Use the PPC to investigate an ambiguous idea

# PPCo

**PPCo is an affirmative judgment tool used to investigate, support or polish an idea.**

State the Idea, Challenge or Option: \_\_\_\_\_

## **Pluses:**

What do you like about the idea? – the pluses, strong points, positive aspects, advantages

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## **Potentials:**

What might be the potentials or *future opportunities* if this idea goes into effect? Consider the new, novel, unique aspects, – the ripple effects. *Begin these with the statement starter: “It might ...” or “They Might. “ or “I might ...”*

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## **Concerns:**

What are your concerns about the idea, the limitations, the negative aspects? Put these concerns in the form of a problem statement (some like to call it an opportunity statement) *beginning with a statement starter such as: “How to ...?” or “How might ...?”*

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## **Overcoming the key concerns:**

Brainstorm ideas to overcome the key concern(s). Do this part when there is a “deal-breaker” that must be addressed.

- Top concern ... generate at least 30 ideas
- Second concern ... generate at least 30 ideas