

CREATIVITY

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FUTURE:

NOT TO BE FOUND
BUT TO CREATE

CREATIVITY

In his well-respected book, "Creativity," *Mihaly Csikszentmihalyi* says that an **effective creative process** usually consists of five steps:

Preparation – becoming **immersed** in problems and issues



Incubation – allowing ideas to **turn around** in your mind



Insight – experiencing the **moment**



Evaluation – making sure that the **insight** provides sufficient value



Elaboration – creating a **plan** to implement and sell your idea

CREATIVITY

Typical one-word definitions of creativity from workshop delegates,
KoganPage, 2017

unexpected

clever

inspiration

original

freshness

exploration

messy

freedom

ideas

imagination

passion

aha!

surprise

new

thinking outside of the box

CREATIVITY

Put the following expressions into a sensible order to express the evolution of creativity from a low level to top level.

Hijacked

Ownable

Groundbreaking

Legendary

Cultural phenomenon

Contagious

Fresh

Cliché

Confusing

Destructive

CREATIVITY

10

9

8

7

6

5

4

3

2

1

CREATIVITY

Heineken's creative ladder



CREATIVITY

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CULTURAL PHENOMENON

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HIJACKED

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DESTRUCTIVE



CREATIVITY