

Creativity: Core to Sustain Interest

Shyam .S .Salim* and Smitha Rosy Xavier

Senior Scientist, SEETTD, CMFRI

Email*: shyam.icar@gmail.com

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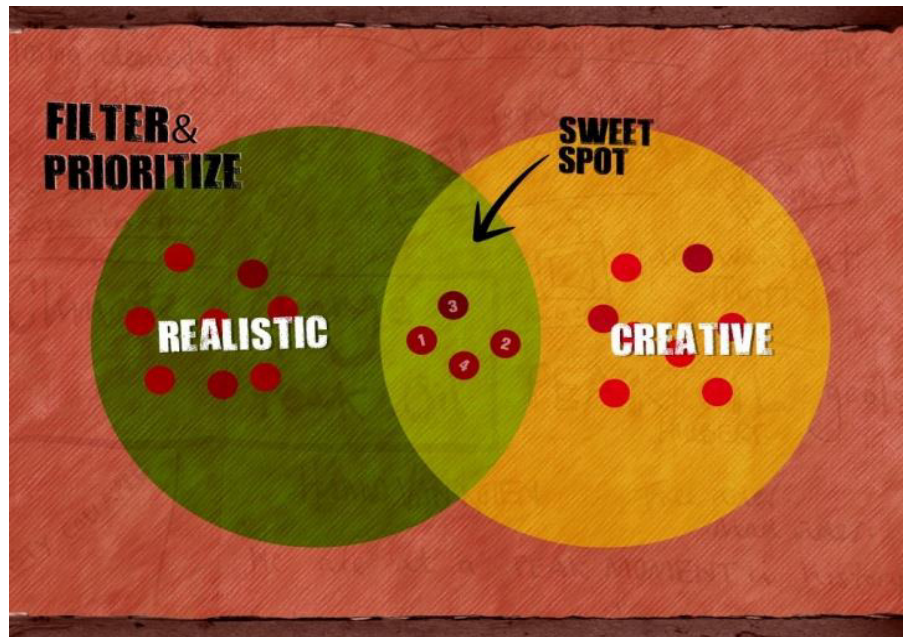
Creativity is the process of bringing something new into being. It is the act of turning new and imaginative ideas into reality. It's about using your whole brain, not just one side or the other. If you have ideas, but don't act on them, you are imaginative but not creative. Creativity involves two processes: thinking, then producing. Creativity adds to everyone's personal and professional bottom line and is where innovation and excellence begins.

Creativity is a function of knowledge, curiosity, imagination, and evaluation. The greater your knowledge base and level of curiosity, the more ideas, patterns, and combinations you can achieve, which then correlates to creating new and innovative products and services. But merely having the knowledge does not guarantee the formation of new patterns. The bits and pieces must be shaken up and iterated in new ways. Then the embryonic ideas must be evaluated and developed into usable ideas. In other words, there really is a process.

Everyone has substantial creative ability, come up with brilliant ideas, think differently and have super-productive and effective days. Creative thinking is not a talent. It is a skill that can be learnt and developed during the course of life. Creativity begins with a foundation of knowledge, learning a discipline, and mastering a way of thinking. You learn to be creative by experimenting, exploring, questioning assumptions, using imagination and synthesizing information. Learning to be creative is akin to learning a sport. It requires practice to develop the right muscles, and a supportive environment in which to flourish.

To excel in life we need to have ideas. Ideas can be considered as an asset you need and there is no limit to what you can do with your creative thinking both in your personal and professional life. We think and do things in our life through creative ideas. Even at home and at office to do any work we try to identify the most ideal way things can be done within the short limited time. Without creativity, there would be no progress and we would be forever repeating the same patterns. When you think creatively you are exploring many new ideas.

An idea is to be performed and it should in turn be advancement for our career goals. Coming up with an idea is only half of the story, we should make ideas happen. Our passion for doing new things based on our knowledge and experience and the method we use to implement our ideas are equally correlated to each other. As a first step of passion we should have a desire to create, the sportive spirit to face challenging situations, our curiosity to know more and more, hard work on our goals, identifying the way to implement our idea, a clear cut objective, collecting, organizing, placing, filter priorities, creative plus realistic balance to identify the sweet spot.



Look at problems from a fresh perspective to find unorthodox solutions. Every innovation requires creativity. The key metric in both creativity and innovation is value creation. Creative thinking focuses on exploring ideas, generates possibilities, and looks for many right answers rather than just one.

Creativity requires the following:



1. Mechanism of our brain – Thinking is a voluntary action which combines intelligence, critical and creative thinking,
2. Generating new ideas by combining, changing or reapplying existing ideas.
3. The ability to accept change
4. The realization that there is always room for improvement.

A creative person will be curious to learn new things, seeks problems, enjoys challenge, optimistic, able to suspend judgment, imaginative sees problems as opportunities, and doesn't give up easily.

Creative Methods

Evolution - Every problem that has been solved can be solved again in a better way.

Synthesis - Two or more existing ideas are combined into a third, new idea.

Revolution - Sometimes the best new idea is a completely different one.

Reapplication- Look at something old in a new way

Changing Direction- The goal is to solve the problem, not to implement a particular solution

To help you master that process, you first must understand three important levels of creativity, which are discovery, invention, and creation.

#1. Discovery: The lower level of creativity is discovery. Just as the name implies, it's when you become aware of or stumble upon something—discover it. For example, there is art called “discovered art.” It might be a rock with a unique shape or a piece of wood with an interesting pattern. If you have ever purchased a piece of natural stone or wood art, that art was discovered art. Many inventions start with a discovery.

#2. Invention: A higher level of creativity is invention. For example, Alexander Graham Bell invented the telephone. But you have to ask yourself, “Would the telephone have been invented without Bell?” The answer is yes. Eventually the telephone would have been invented because the science was there. It might have taken longer, but it would have happened. So while invention is higher than discovery, it's something that is going to happen. If you don't invent it, someone else will.

#3. Creation: Creation is the highest level of creativity. For example, the stage play *Othello* is genuinely a creation. Elizabethan drama would have gone on without Shakespeare, but no one else would have written *Othello*. Similarly, there are things that only your organization can create! The key is tapping in to what those things are.

Here's an example of how this could play out in your company. While at a conference you might discover a tool, a technology, or a process that you didn't know before. You purchase the tool for your staff, and that discovery helps everyone work better. After some time, that discovery may also spur an innovative idea of how to apply the discovery. You may then use that innovative idea as an inspiration that yields something never seen before, something created by your company that helps you and your customers. That's how the three levels of creativity can work together.

Realize that creativity and innovation are different. Creativity refers to generating new and novel ideas. Innovation refers to the application of an idea and, in many cases, is a collaborative enterprise. So in other words, innovation is applied creativity. Or if I put my creative speaker hat on, I might say, “Creativity is a bioelectrical thunderstorm that precipitates an inescapable notion.”

10 Strategies for Increasing your Creativity and Innovation

Now that you understand the various levels of creativity, you can implement some strategies that will boost your company's ability to create and innovate.

1. Truly creative people have developed their ability to observe and to use all of their senses, which can get dull over time. Take time to “sharpen the blade” and take everything in.
2. Innovation is based on knowledge. Therefore, you need to continually expand your knowledge base. Read things you don't normally read.
3. Your perceptions may limit your reasoning. Be careful about how you're perceiving things. In other words, defer judgment.
4. Practice guided imagery so you can “see” a concept come to life.

5. Let your ideas “incubate” by taking a break from them. For example, when I’m working on a big business project, one of the best things I can do to take a break from it is play my guitar or the flute for a few minutes, or take a ride on my motorcycle. It shifts my brain into another place and helps me be more innovative and creative.
6. Experience as much as you can. Exposure puts more ideas into your subconscious. Actively seek out new experiences to broaden your experience portfolio.
7. Treat patterns as part of the problem. Recognizing a new pattern is very useful, but be careful not to become part of it.
8. Redefine the problem completely. One of the lines I’ve been sharing for the past few decades is: “Your problem is not the problem; there is another problem. When you define the real problem, you can solve it and move on.” After all, if you had correctly defined the real problem, you would have solved it long ago because all problems have solutions.
9. Look where others aren’t looking to see what others aren’t seeing.
10. Come up with ideas at the beginning of the innovation process ... and then stop. Many times we come up with several ideas and start innovating, and then we come up with more ideas and never get a single idea done. At some point you have to turn off the idea generation part of the process and really work on the innovation and execution part in order to bring a project to life.

There are negatives attitudes that block creativity like I can’t do it, It can’t be done, I’m not creative, what will people think, I might fail. But we should always remember that life is about creating yourself. There is never one good solution. There are always solutions.

“Creativity is contagious, pass it on” - Albert Einstein