

# FACILITATE CREATIVITY:

A challenging examination for a cutting edge future

(2-day course with 4,206 PowerPoint slides)



Happier  
Horizons

## HOW WILL THIS COURSE HELP YOU?

This course is a very cognitively challenging two days. It is for people who are serious about exceptional performance. You won't be taught lots of simple techniques to increase creativity, as few exist. Instead, you will delve deeply into discussions about the definition, measurement, and theories of creativity. By the end of the course, you will probably respect creativity more, as you will learn that it is very complex and we are unlikely to fully understand it. Substantial emphasis is placed on providing you a variety of academic and professional opinions and research and then following them up with real-life case studies. A substantial number of hours on the first day are allotted to learning how best, if at all, you can measure creativity. For instance, you will fully complete ten creativity questionnaires/tests and discuss considerably more. The second day focuses predominantly on facilitating creativity. You will learn eight creativity theories and how the researchers believe you can increase creativity. You will also look at various techniques artists and musicians have used to increase creativity. Then you will participate in an exciting discussion about the future of creativity that will include robots, artificial intelligence, virtual reality, augmented reality, and sadly global warming. An important discussion will look at how all your time-consuming efforts to produce a creative idea may not be implemented due to substantial resistance from people, especially those currently in positions of power. You will discuss research indicating the most effective ways to facilitate creativity, but this will not be happy news for everyone, as it is extremely difficult to become a highly creative person - you need to be (or become) consistently open to new experiences, happy, and persistent. You will also learn two techniques that facilitate creative behaviour temporarily. Finally, you finish the course with a 12-item Creativity Quiz, 5 Sum-up questions, and a question (Will your future be a creative life?).

## 15 COURSE OUTCOMES:

By the end of this 2-day course you will have:

- Discussed the creativeness of various individuals and organisations, compared yourself with others on 4 Creativity exercises, and considered whether you can be highly creative,
- Defined creativity, creative genius, innovation, and project management,
- Discussed potential creativity components (effective, ethical, inspirational, organic, original, relevant, surprising, valuable),
- Considered the possibility of not using "old" solutions that don't work, nor constantly implementing conventional strategies, but rather thinking about what others aren't doing,
- Discussed (and completed) Ability tests, Other-report measures, and Self-report measures,
- Discussed a 10-step approach to determining what creativity measurement tool you could use,
- Discussed how to be more creative due to cubism, surrealism, 4 artists, and 3 songs,
- Evaluated the usefulness of 8 creativity theories with regards to both yourself and artists/musicians and considered whether more than one creativity theory is needed,
- Considered whether you should use various techniques (e.g., Nick Cave, Pomodoro, immersion),
- Learnt how to creatively use robots, artificial intelligence, virtual reality, and augmented reality,
- Considered the future of creativity and the implications for you and your business,
- A better understanding of resistance to creativity,
- Learnt the relationship between uncertainty and creativity and how creativity will be perceived,
- Discussed the impact of personality on both creativity and brain anatomy, and 3 effective ways to change your personality (and thus your brain) to become more creative, and
- Discussed 2 effective ways to temporarily increase creativity.

## DAY 1



9:00AM - 10:10AM

## SESSION 1: WHAT CAN YOU DO WITH A PIECE OF PAPER? (WHY BRAINSTORMING MIGHT NOT HELP)

- 21 mins - What can Vincent Floderer do with a piece of paper in 3 minutes and 19 seconds?
- 4 mins - What Luis Matias Santos can do with paper
- 14 mins - Brainstorming origami
- 10 mins - What has research concluded about brainstorming?
- 5 mins - Do green walls improve workers' creativity?
- 8 mins - What the Escuela Museo Origami Zaragoza does with pieces of paper
- 3 mins - Course overview
- 1 mins - Logistical information
- 4 mins - 5 + 1 questions

10:10AM - 11:40AM

## SESSION 2: WHAT IS CREATIVITY?

- 12 mins - What is creativity?
- 12 mins - Must an idea be original, valuable, and surprising to be creative? How about Alejandro Pereda's "Horror Vacui", Firat Genc's "Gezi Protests", and Seval Sahin's "Tombili"?
- 5 mins - Is Cropley's 2 categories of sublime creativity and ordinary creativity useful?
- 17 mins - Should creativity be novel, relevant, effective, ethical, and organic?
- 9 mins - Does a creativity questionnaire assess your creativity accurately based on your definition of creativity?
- 16 mins - Was the design of the King Abdullah Financial District and the Al-Haras Garden creative?
- 11 mins - Is innovation simply project management?
- 8 mins - Valladolid's Casa del Sol shows how non-originality can sometimes be more phenomenal than creativity

11:40AM - 12:00PM

Break

12:00PM - 1:00PM

## SESSION 3: WHY IS CREATIVITY IMPORTANT?

- 17 mins - Why is creativity important for business?
- 6 mins - Don't keep using the same ineffective solution
- 15 mins - Creativity Exercise 1 (A roundabout in Murcia)
- 6 mins - Think about "What aren't they doing?"
- 16 mins - Creativity Exercise 2 (Available land in Murcia)

1:00PM - 2:00PM

Lunch

2:00PM - 4:10PM

## SESSION 4: DIFFERENT APPROACHES TO MEASURING CREATIVITY

- 21 mins - 4 reviews of creativity assessment tools
- 35 mins - Ability tests (and Weiss et al.'s review of them) (*Special focus: The Multiple Consequences Test, Dippo and Kudrowitz's version of the Alternative Uses Test of Creativity, Nine-dot Problem, Triangle of Coins, Musical Expression Test*)
- 14 mins - Other-report measures (and Weiss et al.'s review of them) (*Special focus: Revised Parental Evaluation of Children's Creativity, Student Product Assessment Form*)
- 44 mins - Self-report measures (and Weiss et al.'s review of them) (*Special focus: Creative Achievement Questionnaire, Kaufman Domains of Creativity Scale, and the Creative Personality Scale*)
- 16 mins - Are Self-report measures of creative ability "useless"?

4:10PM - 4:30PM

Break

4:30PM - 5:00PM

## SESSION 5: THE BEST WAY TO MEASURE CREATIVITY

- 10 mins - Davide Piffer's approach to measuring creativity
- 6 mins - John Rossiter's approach to measuring creativity
- 4 mins - A 10-step approach for determining your ideal creativity measurement tool
- 3 mins - How are you going to measure creativity?
- 7 mins - 7 questions

## DAY 2



9:00AM - 10:30AM

## SESSION 1: LEARN FROM INSPIRATIONAL ARTISTS HOW TO BE MORE CREATIVE

- 21 mins - Was cubism inspirationally creative?
- 15 mins - Was surrealism inspirationally creative?
- 18 mins - Was Henri Matisse's creativity slump the best thing to happen to him?
- 15 mins - Five ways Pablo Picasso aided his creativity
- 6 mins - Creativity Exercise 3: Challenge traditional ideas of what art is
- 15 mins - Who was more creative: Marcel Duchamp, Salvador Dali, or you?

10:30AM - 11:20AM

## SESSION 2: CREATIVITY THEORIES - PART 1 (THE RELEVANCE FOR YOU AND ARTISTS)

- 10 mins - Do we need more than one creativity theory?
- 8 mins - Mel Rhodes' 1961 Four P's theory of creativity (*and does it explain the creation of cubism?*)
- 6 mins - Mednick's 1962 Associative theory (*and does it explain Marcel Duchamp's creative idea concerning "Fountain"?*)
- 8 mins - Finke, Ward, and Smith's 1992 Geneplore model (*and does it explain Henri Matisse's creative rebound?*)
- 12 mins - Nijstad et al.'s 2010 Dual-pathway model (*and does it explain the creation of surrealism?*)
- 6 mins - Which 1 of the 4 theories is most useful for you and for understanding Salvador Dali's creativity?

11:20AM - 11:40AM

Break

11:40AM - 12:20PM

## SESSION 3: LEARN FROM INSPIRATIONAL MUSICIANS HOW TO BE MORE CREATIVE

- 9 mins - Was "Boombastic" and Shaggy's change creative?
- 11 mins - By writing 20 pages of "revenge", did Bob Dylan end up writing the most praised song of all time?
- 7 mins - What can you learn about creativity from Future's "Tony Montana" and mumble rap?
- 13 mins - Learn from song writing, the Nick Cave method, the Pomodoro technique, and music immersion

12:20PM - 1:00PM

## SESSION 4: CREATIVITY THEORIES - PART 2 (THE RELEVANCE FOR YOU AND MUSICIANS)

- 11 mins - Antonietti, Colombo, and Pizzigrilli's 2011 WCR model (*and does it explain Shaggy's change of singing voice?*)
- 7 mins - Creativity theory, Robert Weisberg, Dean Simonton, and the Sanat Parki sculpture
- 4 mins - Simonton's 2022 Blind-variation and selective-retention theory (*and does it explain Bob Dylan's conversion of 10-20 pages of "hatred" into "Like a Rolling Stone"*)
- 6 mins - Sweller's 2009 Random generate and test theory (*and does it explain Future's development of mumble rap?*)
- 8 mins - Csikszentmihalyi's 1996 Systems model (*and does it explain Paul McCartney's creation of "Yesterday"?*)
- 4 mins - Which of the 8 creativity theories is best for you?

1:00PM - 2:00PM

Lunch

2:00PM - 3:10PM

## SESSION 5: CUTTING EDGE CREATIVITY AND THE FUTURE

- 16 mins - Creativity and robots (*Case studies: Granada's Parque de las Ciencias; Small Robot Company's Tom, Wilma, & Dick*)
- 12 mins - Creativity and artificial intelligence (*Case study: ETH Zurich's 4 collaborating robots making "Semiramis"*)
- 10 mins - Creativity and virtual reality (*Case studies: SMS Group, Stanford Medicine, Mexico City Police*)
- 7 mins - Creativity and augmented reality (*Case study: NASA's Drone Air Traffic Management*)
- 8 mins - The future of creativity
- 17 mins - Creativity and global warming (*Case studies: Vertical farming; Refreezing the poles*)

3:10PM - 3:40PM

## SESSION 6: PEOPLE WILL RESIST YOUR CREATIVITY

- 15 mins - We resist innovation (*Case study: Matt Ridley*)
- 4 mins - We're in an innovation famine with big firms stifling competition (*Case study: Matt Ridley*)
- 11 mins - We are negatively biased against creativity

3:40PM - 4:00PM

Break

4:00PM - 4:50PM

## SESSION 7: HOW TO FACILITATE CREATIVITY

- 17 mins - Can a non-ideal brain be highly creative?
- 6 mins - Long-term personality change - Be open to new experiences
- 6 mins - Long-term personality change - Be happy
- 4 mins - Long-term personality change - Be persistent
- 6 mins - Temporary behaviour - Schedule solitude and nonconformity
- 11 mins - Temporary behaviour - Do moderately arousing activities that activate positive emotions and allow for an engaged mind

4:50PM - 5:00PM

## SESSION 8: WILL YOUR FUTURE BE A CREATIVE LIFE?

- 10 mins - 12-item Creativity Quiz; 5 Sum-up questions; and Will your future be a creative life?