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What is Creativity?

The creative adult is essentially a perpetual child—the tragedy is that most of us grow up!! ☹

Leonardo da Vinci claimed he saw all his paintings in the humidity stains on his walls before ever lifting his brush. Herman Melville stared at Mount Greylock every day until one day it became that devilish cetacean Moby Dick. Children look up at the clouds and see houses, alligators, and dinosaurs rather than cumulus, nimbus, and cirrus. According to biologists, man can no longer be defined as different from other animals by virtue of speech or tool making. But we are absolutely unique in our dazzling ability to make metaphors. Creativity is the art of living metaphorically.

A good craftsman knows how to avoid accidents... a great artist knows how to use them!

Mistakes, accidents, and the unexpected often provide the spark that leads to great work. The trick is to plan and execute your creative process in a way that makes room for lots of experimenting and lots of mistakes early.

The successful exploitation of new ideas, whether it results in new products and services or new business processes, can give companies the competitive edge they are seeking. This is critical if they are to survive the challenges and seize the opportunities that today's global market presents – an Innovation Survey in 2005

Leonardo di ser Piero da Vinci (1452-1519)

is an Italian polymath – a scientist, mathematician, engineer, inventor, painter, anatomist, sculptor, architect, botanist, musician and writer. His infinite curiosity was equaled only by his powers of invention.

His famous paintings include the *Mona Lisa*, *The Last Supper*, and *Vitruvian Man*. He conceptualized a helicopter, a tank, concentrated solar power, a calculator, the double hull, etc in the areas of anatomy, civil engineering, optics, and hydrodynamics.

He is considered the universal genius par excellence, and with all the disquieting overtones inherent in that term.

Open Secrets – tips on being creative

Creativity involves the ability to *visualize, imagine, and make mental transformations*.

- be curious
- seek problems
- enjoy challenge
- be optimistic
- be able to suspend judgment
- be comfortable with imagination
- see problems as opportunities
- see problems as interesting
- problems are emotionally acceptable
- challenge assumptions
- celebrate failures
- listen to music
- do not give up easily: persevere, work hard
- good sense of humor

Creativity and Broken Eggs

by Tony Papajohn

In 1420, the dignitaries of Florence held a competition. They offered the enormous prize of 200 gold florins to the architect whose genius could span the unfinished dome of the Florence Cathedral. This was a great challenge. Even the original builders of the cathedral in 1296 left writings hoping that God would offer a solution because they did not have one.

Filippo Brunelleschi was the answer to their prayers. He proposed the radical idea of a dome supported by a brick vaulting system that balanced the opposing forces, but without the customary central supports. The experts called him mad.

Brunelleschi sought to demonstrate his design with a challenge. He could stand an egg upright on a flat surface. Could they? All were unsuccessful. Finally, Brunelleschi cracked the bottom of the egg and set it down. It must have been a mess, but it stood upright and demonstrated his idea. The experts protested, but Brunelleschi remarked that they could have done the same if they had understood his design.

Of course, they did not. They didn't understand creativity either. They were too mentally confined by their concept of the possible. Figuratively and literally, the thought of solving the problem by breaking the egg never occurred to them.

One imagines their frustration trying to balance the round egg on the marble tabletop and their groans when Brunelleschi demonstrated the sloppy, but clever solution.

We all have eggs we never think of breaking. These are the fixed states of mind that we accept without question as "the way things are." These states represent the boundaries of our thinking and, therefore, our life experience. Refuse to be confined by the eggs others never think of breaking. Geniuses break eggs. Break your share.



Imagination is the beginning of creation. You imagine what you desire, you will what you imagine and at last you create what you will.
George Bernard Shaw

Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep.
Scott Adams

True creativity often starts where language ends.
Arthur Koestler

Lateral Thinking on Creativity ...

An endearing joke I chanced upon in a forward... do not know the ownership of this...

Being Innovative!

Boss: We are way behind our competition in new products. I want you to come up with something by the end of the month.

Employee: But innovation takes years of hard work! I can't just come up with new ideas quickly!

Boss: Why do you let yourself get blocked by things? Be creative, think outside the box! ...

Go find something to copy!!! ☺

What is Creativity?

Source: www.virtualsalt.com

Creativity as an Ability: A simple definition is that creativity is the ability to imagine or invent something new. As we will see below, creativity is not the ability to create out of nothing (only God can do that), but the ability to generate new ideas by combining, changing, or reapplying existing ideas. Some creative ideas are astonishing and brilliant, while others are just simple, good, practical ideas that no one seems to have thought of yet.

Believe it or not, everyone has substantial creative ability. Just look at how creative children are. In adults, creativity has too often been suppressed through education, but it is still there and can be reawakened. Often all that's needed to be creative is to make a commitment to creativity and to take the time for it.

Creativity as an Attitude: Creativity is also an attitude: the ability to accept change and newness, a willingness to play with ideas and possibilities, a flexibility of outlook, the habit of enjoying the good, while looking for ways to improve it. We are socialized into accepting only a small number of permitted or normal things, like chocolate-covered strawberries, for example. The creative person realizes that there are other possibilities, like peanut butter and banana sandwiches, or chocolate-covered prunes.

Creativity as a Process: Creative people work hard and continually to improve ideas and solutions, by making gradual alterations and refinements to their works. Contrary to the mythology surrounding creativity, very, very few works of creative excellence are produced with a single stroke of brilliance or in a frenzy of rapid activity. Much closer to the real truth are the stories of companies who had to take the invention away from the inventor in order to market it because the inventor would have kept on tweaking it and fiddling with it, always trying to make it a little better.

The creative person knows that there is always room for improvement.

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Old wine in new bottle – Sizzle in Creativity!!

Everyone likes excitement. When people bubble with personal energy, others enjoy being around them. Business firms like to hire a staff that brings zest to the establishment. Some national restaurant chains, for example, train their staff to form an impromptu ensemble and sing "Happy Birthday" or "Happy Anniversary" to their customers on special occasions. It produces more than noise. People keep coming back.

One restaurant, knowing how people respond to excitement, devised a special plan. When a customer ordered a steak dinner, the chef placed the meal on a hot steel plate. Then, just before the waiter left the kitchen, he would drop an ice cube on the platter.

The waiter was instructed, "Walk slowly to the table. We want everyone to hear the sound of that hot platter." It wasn't the steak that was sizzling, but the ice. The plan worked like instant advertising. If customers were in the process of ordering, they'd hear that sound and choose a steak. The sizzle produced the sale.

Today, think creatively. Ask yourself, "How can I add some excitement to what I plan to deliver?"