

CREATIVITY UNPACKED



The Stages of the Creative Process (Wallas, Csikszentmihalyi)

Preparation: becoming immersed, we become aware that something is not right, we are sensitive to a tension – a gap, a need, an experience that stimulates us to act and pull together resources.

Incubation: This stage is not linear, and often involuntary in nature. It happens in the perimeter of our thinking. This is when it is best to do a non-demanding task (not undemanding or too demanding), so as to let your mind ‘chew’ on an idea.

Illumination/INSIGHT: the AHA moment, be it thunderous (Big C) or a small chorus (Little C). This is when the idea that was incubating moves from the subconscious to the conscious mind.

Verification/EVALUATION: this is where the analytical, convergent thought processes jump into action. Is the idea valid, accurate, of value?

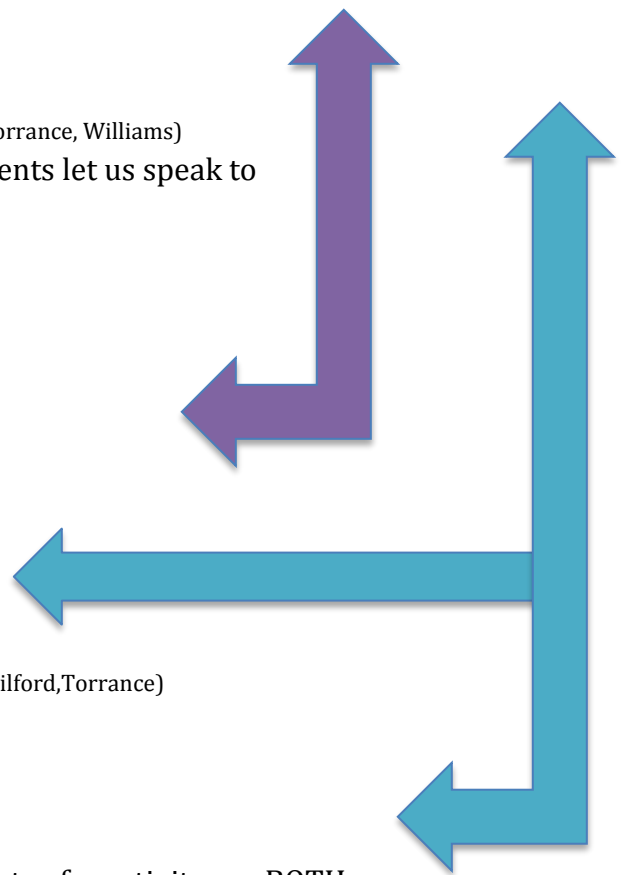
Elaboration: This is where we add to and connect our ideas, where we build upon an idea with relevant information and details. (The 99% perspiration of which spoke, after the 1% inspiration.)

The creative process is not linear...

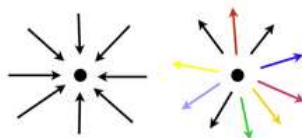
The Components of Creativity (Guilford, Torrance, Williams)

When analyzing an idea or giving feedback, these components let us speak to the myriad of components that drive creativity.

- **Cognitive components**
 - **Fluency** – quantity of ideas
 - **Flexibility** – the variety of ideas
 - **Originality** – the unique and unexpected
 - **Elaboration** – relevant, supportive details
- **Affective Components**
 - **Curiosity**
 - **Complexity**
 - **Risk-taking**
 - **Imagination & naïveté**



Convergent & Divergent Thinking (Guilford, Torrance)



Woven throughout the creative process and the components of creativity are BOTH divergent and convergent thinking. Creative thinking is the result of a complex waltz between both divergent and convergent thinking.

Convergent Thinking involves the pulling together of knowledge and resources, and the evaluation or verification of ideas, it is valid and of value, the roots pulling up nutrients and water from the soil.

Divergent Thinking is the reaching up to the sun, the welcoming all ideas, to come up with something new, the branches reaching up to the sky.