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**SKILL – CREATIVITY  
LACONSEIL**





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## **SKILL – CREATIVITY**

**1.Aim-** The aim of this topic is to support people in HR but also from a wide range of companies and institutions to be aware of the major importance that creativity has both personally and professionally.

### **2.Objectives**

- a) To understand the concept of creativity
- b) To (better) select some sources of creativity
- c) To become more creative

### **3. Content** -the most important points/chapters of this topic

- Definition of creativity
- Sources of Creativity
- How to Be More Creative

## Definition of creativity

Creativity encompasses the ability to discover new and original ideas, connections, and solutions to problems.

It's a part of our drive as humans—fostering resilience, sparking joy, and providing opportunities for self-actualization.

An act of creativity can be grand and inspiring, such as crafting a beautiful painting or designing an innovative company.

But an idea need not be artistic or world-changing to count as creative. Life requires daily acts of ingenuity and novel workarounds; in this sense, almost everyone possesses some amount of creativity.





## Sources of Creativity

There are many pieces to the puzzle of creativity, including a balance between controlled, deliberate thought and spontaneous play and imagination.

Personality plays a role, as well as biology and life experience.

But everyone possesses some measure of creativity, even if they don't realize it. Life is full of small moments that require new ideas or surprising solutions. A choice that you don't think twice about—how you cook a fried egg or the route you take to work—someone else might find delightfully original.

### Why are some people more creative than others?

Creative people embody complexity; they show tendencies of thought and action that are segregated in others, according to the pioneering creativity researcher Mihaly Csikszentmihalyi. They balance intense energy with quiet rest, playfulness with discipline, fantasy with reality, and passion for their work with objectivity.

Neuroscience research seems to support this idea.

Creative people may better engage the three brain systems—the default mode network, the salience network, and the executive control network—that collectively produce creative thought.

## Sources of Creativity

  
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### Which personality traits are linked to creativity?

The trait of Openness to Experience correlates with creativity, encompassing a receptivity to new ideas and experiences. People who are low in openness prefer routines and familiarity, while those who are high in openness revel in novelty, whether that is meeting new people, processing different emotions, or traveling to exotic destinations.

Accumulating these experiences and perspectives can help the [brain forge creative new connections.](#)

Other characteristics that are linked to creativity include [curiosity, positivity, energy, persistence, and intrinsic motivation.](#)



## How to Be More Creative

Some people think creativity is a gift—something only bestowed upon the Vincent Van Goghs, Toni Morrisons and Annie Leibovitzes of the world.

But the truth is, creativity isn't a gift—it's a skill. And it's a skill that anyone—painter, writer, accountant, stay-at-home dad, CEO, designer or anyone else—can get better at over time with the right kind of practice.

But what does that practice look like? How, exactly, can you be more creative?

Turns out, there are three networks in your brain that are responsible for creativity : **the executive attention network** (which is responsible for focus and attention), **the imagination network** (which is responsible for—you guessed it—imagination and daydreaming), and **the salience network** (which is responsible for making connections between the knowledge stored in your brain and your environment). And if you want to become more creative, you need to find ways to engage all three.



## How to Be More Creative

If you're trying to make room for more creative projects in your life...

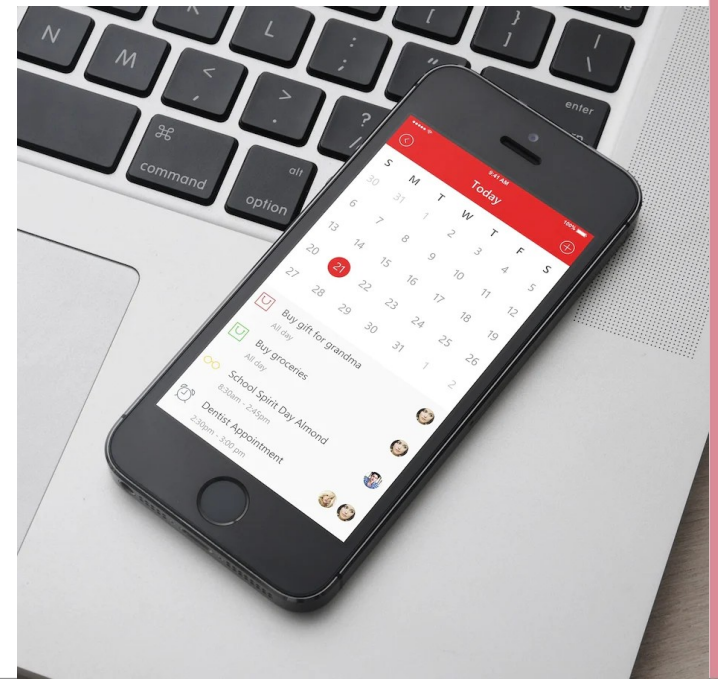


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### 1. Put practicing creativity on your calendar

Make room for practicing creativity on your schedule just like you would any other important commitment—and then stick to it. And when I say “make room,” I’m being literal. Block off a specific chunk of time (like Tuesdays from 6:30pm to 7:30pm) and put it on your calendar. Then, when that scheduled time rolls around, follow through and work on a creative project. That might mean brainstorming ideas for a new book, putting a few hours into a new design, or even something as simple as coloring or writing in a journal—what you do doesn’t matter, as long as it’s creative.

Making creativity a priority and putting it on your calendar will activate the executive attention network in your brain and help you focus your attention on your creative projects—which is the first step towards becoming a more creative person.



## How to Be More Creative

If you're trying to make room for more creative projects in your life...



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### 2. Let yourself be bored

If you're like most people, you wear “busy” like a badge of honor and schedule every second of your day with one task or another. But when you're constantly busy, you don't leave any room for your mind to wander.

If you want to be more creative, you need to let yourself be bored! When you're bored, you daydream, which activates your brain's imagination network.

And studies show that boredom—and all that daydreaming you do when you're bored—sparks creative thinking and can lead to a whole slew of new, creative ideas (and new, creative ways of thinking).





## How to Be More Creative

If you're trying to get “unstuck” on a project...



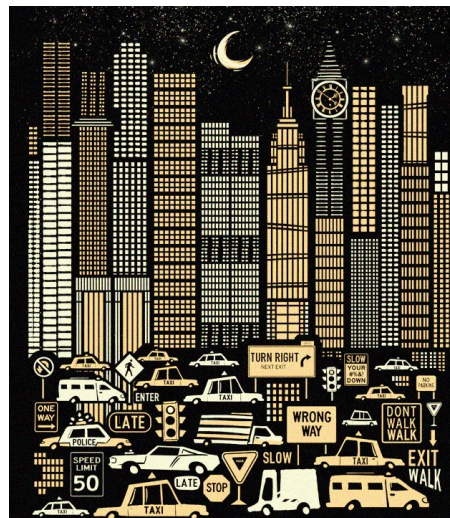
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### 3. Try approaching the project at an unexpected time

If you're stuck on a project, you need to make new connections and start to look at the project in a different way. And one of the best ways to do that?

Working at the project at a different time.

Changing things up and working on projects at an unexpected time can help you think differently. This can activate your brain's salience network—making it easier to make new, unexpected connections between your knowledge banks and the environment. In fact, a recent study found that you're more likely to solve “insight problems” (which is psychology-speak for problems that require creativity) when you're least alert—so, if you're a morning person, you'll be more effective at solving creative problems at night. This is likely because thinking creatively requires different areas of the brain—so while you'll definitely want to tackle analytical problems when you're at your peak level of attention and focus, more creative problems can actually benefit from a more relaxed mind.



## How to Be More Creative

### 4. Go for a walk

Sometimes, a change of scenery is all you need to think differently about a problem—and the best change of scenery to foster creative thinking? Getting outside.



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Going for a walk (especially outdoors) is one of the best things you can do to boost your creativity and encourage new ways of thinking. It's been shown to increase creative output by up to 60%—likely because spending time outside can activate all three of the brain's creativity networks (you'll engage the executive attention network because you'll have to focus on where you're going; you'll be free to daydream, which activates the imagination network; and all the new stimuli in your environment will activate the salience network).

Creativity bonus points: if you want to supercharge your walk's creativity benefit, pop in some headphones and listen to “happy music,” which research shows facilitates divergent thinking and delivers a potent boost to creativity.





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## Practice to be more creative

Creativity isn't something that's reserved for geniuses. It's available to everyone, no matter who you are or where you're at in your life—all you have to do is practice. So what are you waiting for? Get out there and start developing your creative strengths—we can't wait to see what new and amazing things you come up with!

Thank you.





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