



Creativity- What is it, why is it important?

Creativity: noun

1. The state or quality of being creative.
2. The ability to transcend traditional ideas, rules, patterns and relationships to create meaningful new ideas, methods or interpretations.
3. The process by which one utilizes creative ability; characterized by originality, progressiveness and imaginative.

Creativity is as ill-defined and misunderstood as some other much more technical-sounding terms. Creativity however, seems deceptively simple- Everyone thinks they know what it means, or at least they know it when they see it. Creativity is often quickly and poorly defined as; being creative, or something done creatively. But, what does being creative truly mean?

Creativity, or being Creative; is defined as a state, a quality, an ability, and even a process. While none of these definitions seem to be quite adequate alone, however, they do begin to become more definitive when taken together.

There are people who are, or at least appear to be, naturally creative. They possess the innate ability to transcend traditional ideas, break the rules, and create meaningful new ideas and methods seemingly out of thin air. Others seem to have a certain “quality” for being creative, when they are in the right “state of mind,” some adopting creativity only when the muse strikes. Many however turn to process when creativity is called for.

The Creative Process

A process for creativity is not a new concept by any means, as long as there have been professional artists, actors and inventors, there have been those who ask, “what’s your process?”

There are processes by which one can utilize creative ability; systems devised to boost ideas, imagination and creative progress. Which process or processes should one choose? Do they work? And is this how the naturally creative are creative?

Answering the last question first; while the naturally creative seem to pull creativity out of the air, most do have a process- whether they’re aware of it or not. The process is

usually very informal and changes over time or changes to conform to the project. It is not so much a way to be creative, as it is a way of thinking.

As far as which process or processes to choose, and whether or not they work, depends largely on who is using them and what type of results they expect.

Examine the definition “Processes by which one can utilize creative ability,” how will they be utilized? And how much creative ability will be invested?

These questions bring back to mind the original question, what is creative ability or creativity?

What is Creativity?

Other dictionary definitions of creativity aside, the ability to transcend the traditional to create something new and meaningful, seems to ring most true.

Creativity of this sort seems to fall into two major categories; Artistic and Technical abilities. Technical and Problem-solving abilities are often not thought of as creative. And problem-solving itself is considered something only those with technical abilities require, however many applications of creativity are just that, solutions! Similarly performers are usually defined as a subset of the Artistic, though their processes are often quite different than those of other artists.

Artistic creativity (painters, sculptors, writers and crafts people)

Performance creativity (actors, musicians, singers and dancers)

Technical creativity (scientists, mathematicians, engineers and architects)

Solution creativity (executives, entrepreneurs, trades people and mothers)

Creativity however should not be confused with talent; while someone may be very talented in one or more of these areas considered “creative”... are they truly breaking with tradition and creating something both new and meaningful?

Those are the ones to watch and emulate.

Why is Creativity Important?

This ability to transcend the traditional and create something new and meaningful is the very beginning of any true progress. Progress; defined as a movement toward a goal or higher stage; the development of society in a direction considered more beneficial and superior; advancements in general.

If societal progress is too heady of a goal; look at the solutions creativity generates in developments in science, medicine and technology with reference to the commercial

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business opportunities created through the goods, techniques, facilities or solutions created.

This is the type of creativity the business world is in short supply of and is often willing to go anywhere or pay anything to get it.

The real answer regarding any question about creativity; is to recognize it in all its many forms, encourage and reward those who exhibit it, be thankful for its influence, and act upon those new developments.

About the Author

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About The Still

An intellectual property creation, marketing, and media consulting firm, The Still handles all aspects of your company's branding and positioning efforts. The Still provides media metrics analysis, marketing audits, and market research, as well as marketing execution and idea creation. See http://www.ideaDistillery.com/About_The_Still.html

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