

Seminar on Creativity

CREATIVITY

WHERE DO IDEAS COME FROM?
TOWARDS A METHOD

SPEAKER

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PLEASE MAIL!

QUESTIONS, GIFTS, DONATIONS, FLINTS, AWARDS
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STRASBOURG
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Aim of this stuff?

...IS NOT ABOUT BECOMING MORE CREATIVE, IT'S ABOUT **BEING** MORE CREATIVE.

...PUSHES YOUR IDEAS PAST THE **EDGES**.

...HELPS YOU TO IDENTIFY YOUR CREATIVE **STRENGTHS** AND **WEAKNESSES**.

...ENHANCES YOUR **CREATIVE OUTPUT** BY COMBINING SYSTEMS THAT FIT ABILITIES AND STRENGTHEN CREATIVE GAPS.

FOREWORDS

- 🔴 7 MYTHS ON CREATIVITY
- 🔴 LET OUT YOUR CREATIVE BEAST!

Why do Creativity so important?

- ❖ **KNOWLEDGE BASED ECONOMY**
- ❖ **INNOVATION AS A MAIN ECONOMIC ACTIVITY**
- ❖ **FINANCIAL CRISIS**
- ❖ **THE GREAT RESET**
- ❖ **OLD SCHOOL VEBLEN (1899), DRUCKER (1969), REICH (1991)**
- ❖ **THE THREE KNOWLEDGE BASES ANALYTIC, SYNTHETIC AND SYMBOLIC**
- ❖ **SOME WORDS ON RICHARD FLORIDA'S THESIS**

Creativity?



THIS IS ONE OF THE TOP IMAGES FOR 'CREATIVITY' ON GOOGLE IMAGE SEARCH. WHAT DOES THIS HAVE TO DO WITH CREATIVITY?

Creativity?

**THOUGHTS TEND TO FOLLOW GROOVES
AND SET PATTERNS; YOU NEED TO START BREAKING YOUR DEFAULT IF YOU WANT NEW IDEAS.**



The **FRENCH** Humane Association monitored the animal action.

No animal was harmed in the making of this **POWERPOINT** program.



AMERICAN
HUMANE
ASSOCIATION
Film & Television Unit

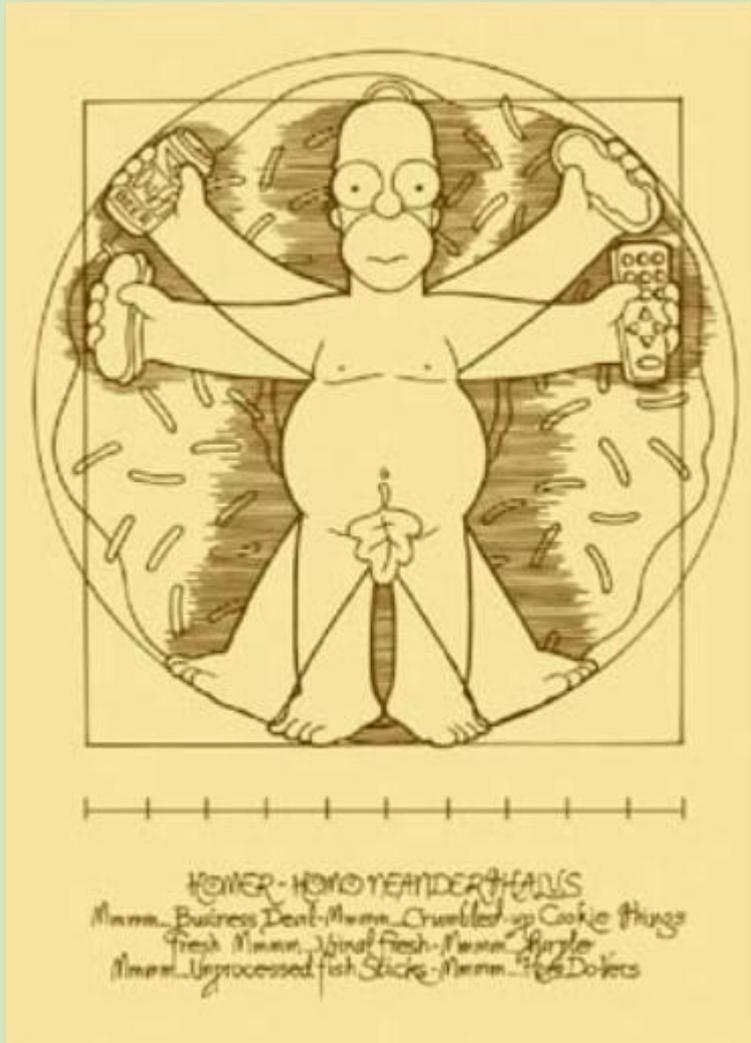
Creativity?



RATATOUILLE'S EXPLANATIONS ON CREATIVITY

[LINK](#)

Creativity?



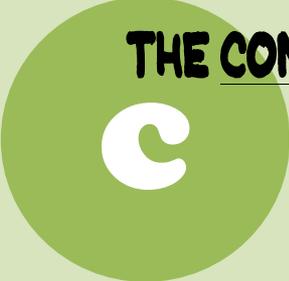
UNLIKE MANY PHENOMENA IN SCIENCE, THERE IS NO SINGLE, AUTHORITATIVE PERSPECTIVE, OR DEFINITION OF CREATIVITY.

WIKIPEDIA

A creative method?

FIRST, YOU HAVE TO FOCUS  NEXT, IT'S ABOUT

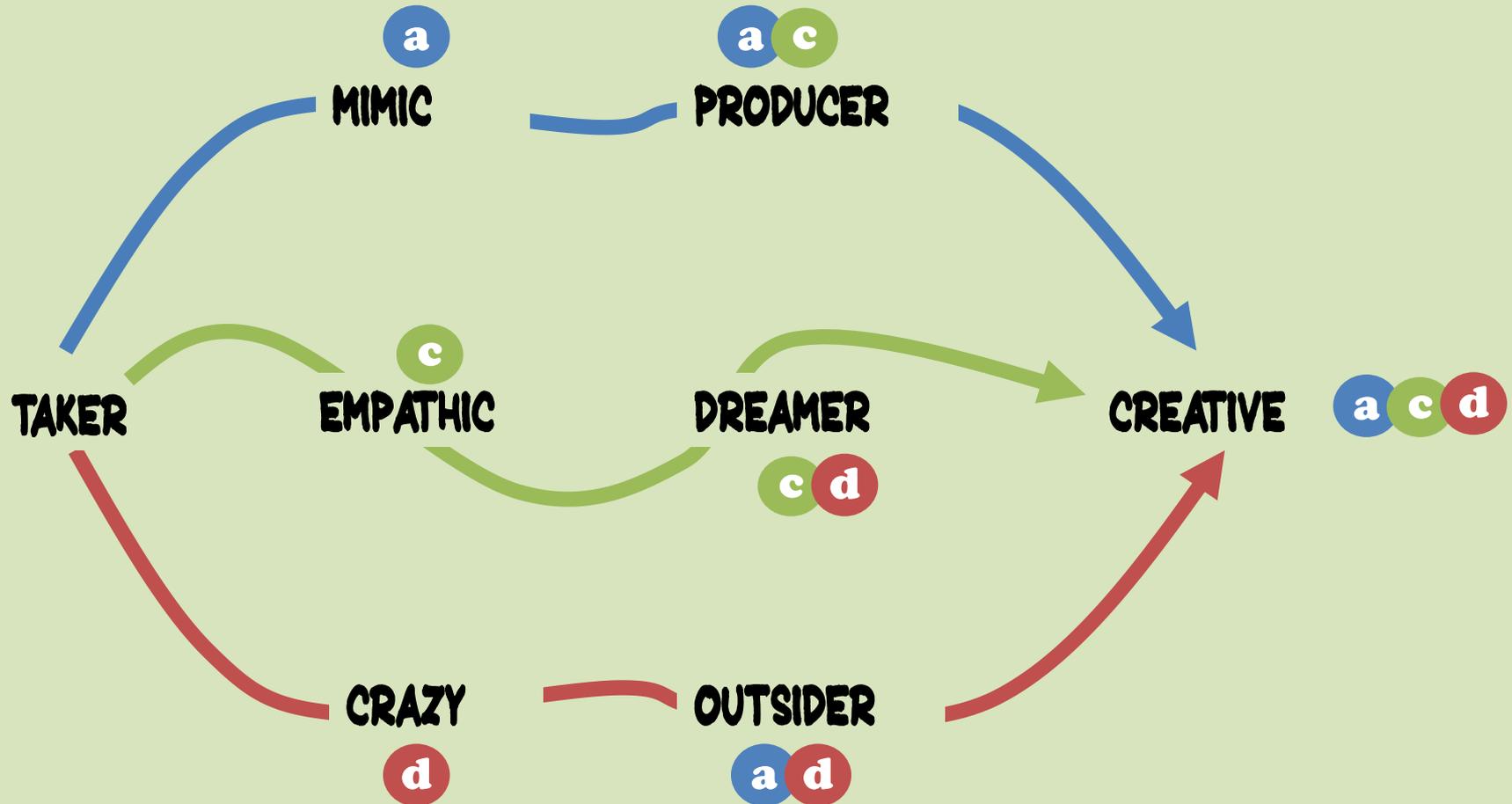
 THE ACTION OF CREATING SOMETHING THAT NEVER EXISTED

 THE CONNECTION OF THIS ACT TO OUR CULTURE AND HUMANITY

 THE DEVIATION OF THE DEFAULT PATH BY FORGING A NEW ONE

FINALLY, YOU HAVE TO EVALUATE 

What creative are you?



8 creative types

CREATIVE TYPE	DEFINITION
TAKER	JUST CONSUMES WHAT IS PUT IN FRONT OF HIM. HE IS RARELY INTERESTING IN CREATING ANYTHING BUT A SANDWICH.
MIMIC	CAN COPY ANYTHING, BUT DOESN'T UNDERSTAND A WORK'S GREATER SIGNIFICANCE. HE HAS A HARD TIME COMING UP WITH IDEAS ON HIS OWN.
EMPATHIC	HAS AN INTIMATE GRASP OF CULTURE AND THE HUMAN CONDITION, BUT CANNOT TRANSLATE THIS INTO CONCRETE OR ORIGINAL IDEAS.
CRAZY	IS CONSTANTLY THINKING, BUT HER STRANGE IDEAS HAVE NO FOCUS AND ARE VERY HARD TO RELATE TO. HE NEVER FINISHES ANYTHING SHE STARTS.
PRODUCER	IS VERY GOOD AT MAKING THINGS HAPPEN AND CREATING THINGS PEOPLE LIKE, EVEN IF THEY AREN'T VERY ORIGINAL. HIS WORK IS OFTEN DESCRIBED AS 'CHURNED OUT'.
DREAMER	IS FULL OF WONDERFUL, CREATIVE IDEAS BUT HAS A VERY DIFFICULT TIME FINISHING WHAT THEY START. HE IS OFTEN TOO INTIMIDATED BY REALITY AND PREFERS THE WARM SOLACE OF HIS MIND.
OUTSIDER	IS DISCONNECTED FROM CULTURE EITHER THROUGH CHOICE OR AFFLICTION, BUT THIS DOESN'T STOP HIM FROM CREATING LARGE QUANTITIES OF STRANGE, INACCESSIBLE WORKS.
CREATIVE	IS A RARE AND BALANCED ARTIST WHO IS PROLIFIC, RELEVANT, AND ORIGINAL.

Action

"DO"

QUANTITY (SIMPLE, SMART, WELL-CRAFTED)

PHYSICAL DIMENSION (DESCRIPTIVE)

ACTION IS THE FOUNDATIONAL ELEMENT OF CREATIVITY.

TOOLS

CAPTURE CATALOGUE REVIEW

10 IDEATION GUIDELINES

BEST BRAINSTORMING

HOW TO MAKE TIME FOR IDEAS?

EXERCICES

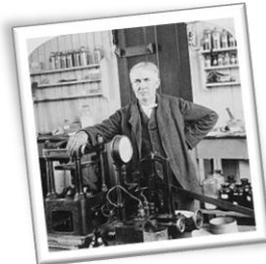
10 IDEAS IN 10 MINUTES

THE LAW OF ONE PERCENT

ROUTINIZATION

**GENIUS IS 1 PERCENT INSPIRATION AND
99 PERCENT PERSPIRATION**

THOMAS EDISON



**IDEAS ARE LIKE RABBITS. YOU GET A COUPLE
AND LEARN HOW TO HANDLE THEM, AND
PRETTY SOON YOU HAVE A DOZEN.**

JOHN STEINBECK



Connection

“GLUE”

QUALITY (FAMILIAR, RESONANT, SHAREABLE

EMOTIONAL DIMENSION (METAPHORICAL

CONNECTION IS WHAT LINKS OUR ACTIONS AND IDEAS TO MEMORY AND CULTURE.

TOOLS

BRAIN AS TAG CLOUD

CONNECTING: MINDMAPPING

CONTENT ON CONTENT

EXERCICES

SHINY NEW THINGS

THE LOOKING GLASS

THE CREATIVE PERSON WANTS TO BE A KNOW-IT-ALL. HE WANTS TO KNOW ABOUT ALL KINDS OF THINGS: ANCIENT HISTORY, NINETEENTH-CENTURY MATHEMATICS, CURRENT MANUFACTURING TECHNIQUES, FLOWER ARRANGING, AND HOG FUTURES.

BECAUSE HE NEVER KNOWS WHEN THESE IDEAS MIGHT COME TOGETHER TO FORM A NEW IDEA. IT MAY HAPPEN SIX MINUTES LATER OR SIX MONTHS, OR SIX YEARS DOWN THE ROAD. BUT HE HAS FAITH THAT IT WILL HAPPEN.

CARL ALLY, EXECUTIVE PRODUCER



Deviation

"SKEW"

**UNIQUENESS (ORIGINAL, FLEXIBLE, CHALLENGING
PERSONAL DIMENSION (MEANINGFUL))**

DEVIATION TAKES YOUR ACTIONS AND CONNECTIONS AND MAKES THEM ORIGINAL.

TOOLS

**THERE IS NO BOX
NEVER BE BORED
MISASSOCIATIONALISM**

EXERCICES

**LOOP
BREAKING THE LOOP**

**CREATIVITY INVOLVES BREAKING
OUT OF ESTABLISHED PATTERNS IN
ORDER TO LOOK AT THINGS IN A
DIFFERENT WAY.**

**EDWARD DE BONO (WROTE THE CREATIVE CLASSIC
LATERAL THINKING: CREATIVITY STEP BY STEP)**



**ALL GOD DOES IS WATCH US
AND KILL US WHEN WE GET
BORING. WE MUST NEVER,
EVER BE BORING.
CHUCK PALAHNIUK**



Evaluation

CHECK THE ATTRIBUTES THAT APPLY TO THE IDEA/EXECUTION YOU ARE MEASURING.
1 POINT PER STRONG ATTRIBUTE (PLUS MAGICAL BONUS) FOR A TOTAL OF 10.

IDEA/EXECUTION: _____

a SIMPLE

c FAMILIAR

d ORIGINAL

a SMART

c RESONANT

d FLEXIBLE

a WELL-CRAFTED

c SHAREABLE

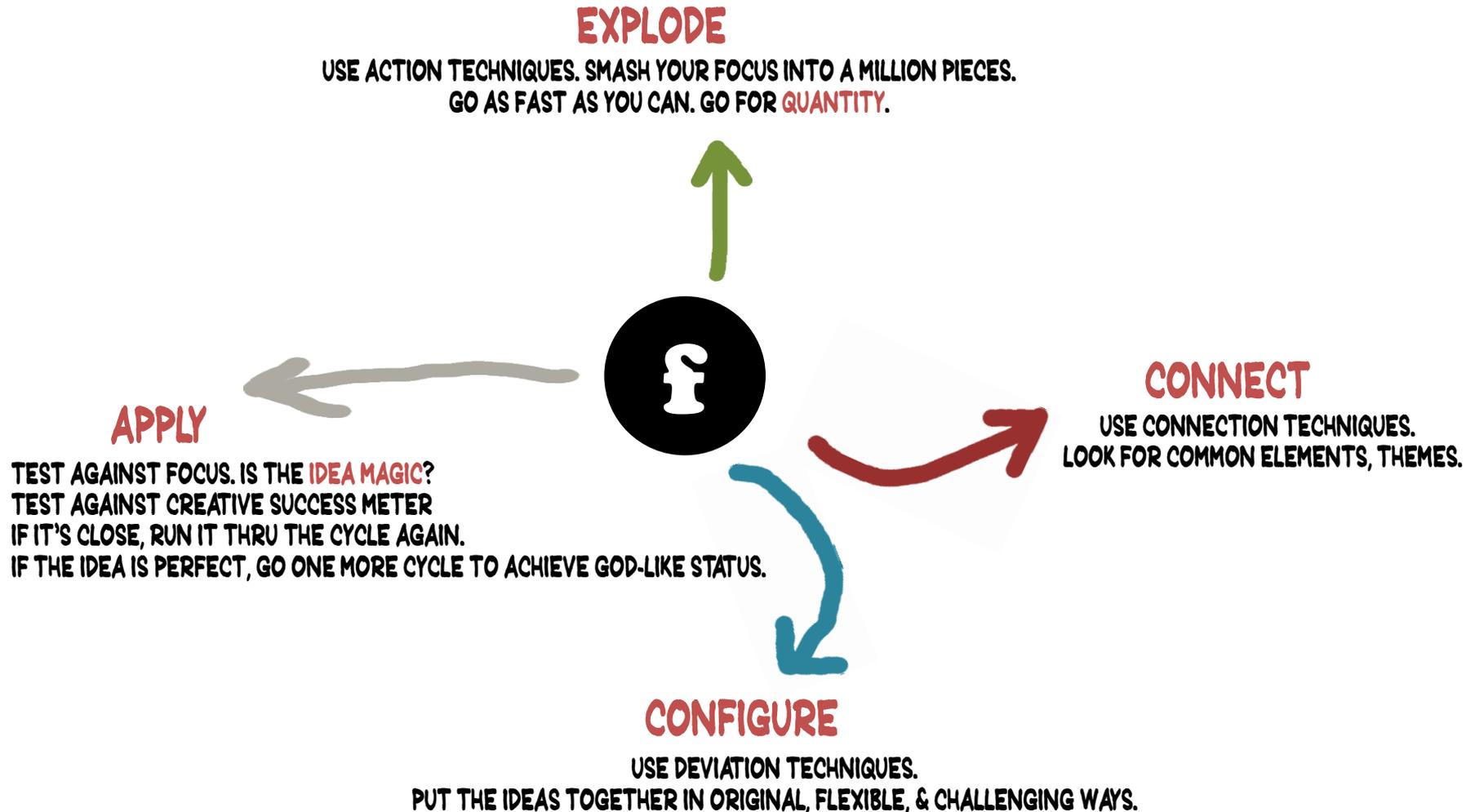
d CHALLENGING

M MAGICAL

TOTAL _____ /10

Conclusion: Ideation cycle

THIS IDEA CYCLE IS MY USUAL APPROACH TO COMING UP WITH NEW, FOCUSED THOUGHTS.



Supervised Works

EXERCISES

1. CREATIVITY IS _____ ?
2. PERSONAL BRAND
3. WHAT CREATIVE TYPE ARE YOU?



4. 10 IDEAS IN TEN MINUTES
5. THE LAW OF ONE PERCENT
6. ROUTINIZATION



7. SHINY NEW THINGS
8. THE LOOKING GLASS



9. LOOP
10. BREAKING THE LOOP



11. CREATIVE SUCCESS METER

