

# 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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# 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

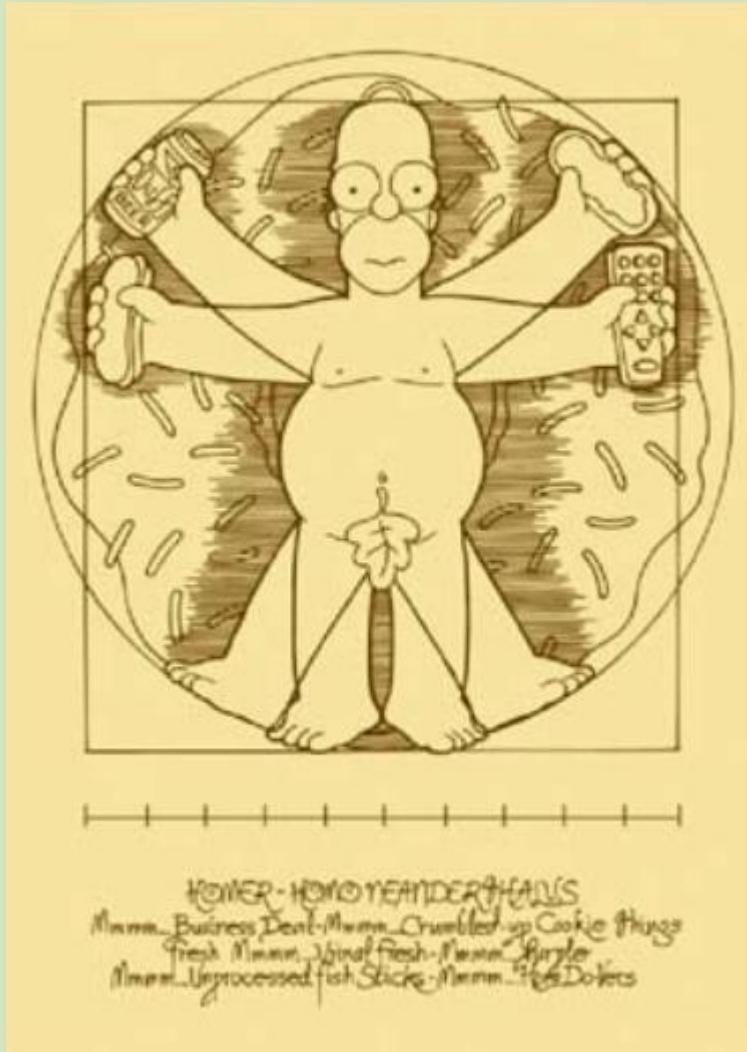
# Creativity?



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

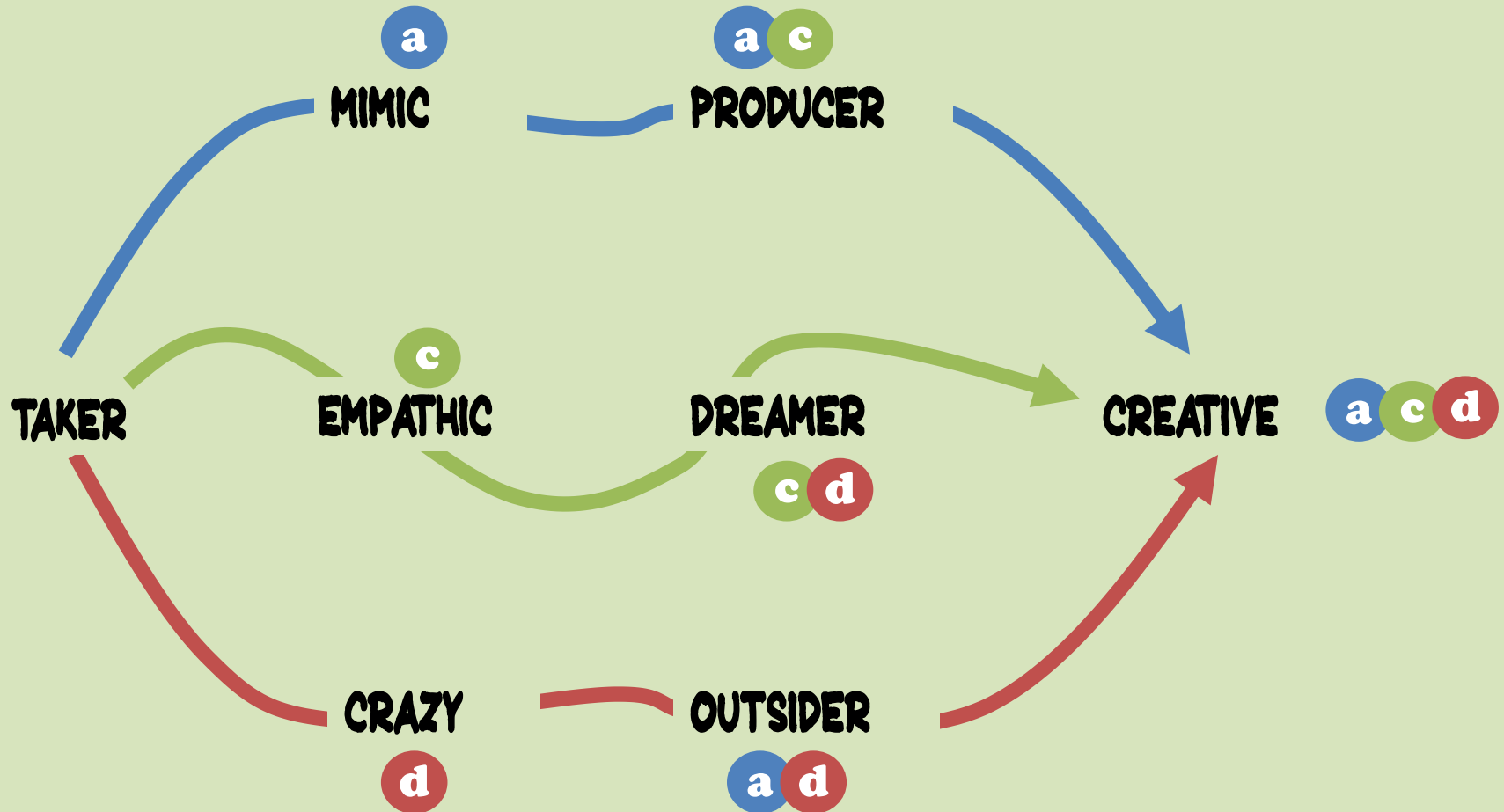
 THE CONNECTION OF THIS ACT TO OUR CULTURE AND HUMANITY

 THE DEVIATION OF THE DEFAULT PATH BY FORGING A NEW ONE

FINALLY, YOU HAVE TO EVALUATE 



# What creative are you?



# 8 creative types

<b>CREATIVE TYPE</b>	<b>DEFINITION</b>
<b>TAKER</b>	JUST CONSUMES WHAT IS PUT IN FRONT OF HIM. HE IS RARELY INTERESTING IN CREATING ANYTHING BUT A SANDWICH.
<b>MIMIC</b>	CAN COPY ANYTHING, BUT DOESN'T UNDERSTAND A WORK'S GREATER SIGNIFICANCE. HE HAS A HARD TIME COMING UP WITH IDEAS ON HIS OWN.
<b>EMPATHIC</b>	HAS AN INTIMATE GRASP OF CULTURE AND THE HUMAN CONDITION, BUT CANNOT TRANSLATE THIS INTO CONCRETE OR ORIGINAL IDEAS.
<b>CRAZY</b>	IS CONSTANTLY THINKING, BUT HER STRANGE IDEAS HAVE NO FOCUS AND ARE VERY HARD TO RELATE TO. HE NEVER FINISHES ANYTHING SHE STARTS.
<b>PRODUCER</b>	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'.
<b>DREAMER</b>	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.
<b>OUTSIDER</b>	IS DISCONNECTED FROM CULTURE EITHER THROUGH CHOICE OR AFFLICTION, BUT THIS DOESN'T STOP HIM FROM CREATING LARGE QUANTITIES OF STRANGE, INACCESSIBLE WORKS.
<b>CREATIVE</b>	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?**

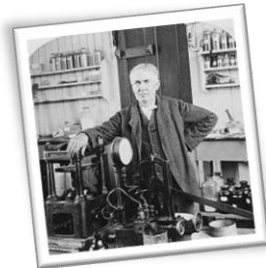
## EXERCICES

**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**

## EXERCISES

**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

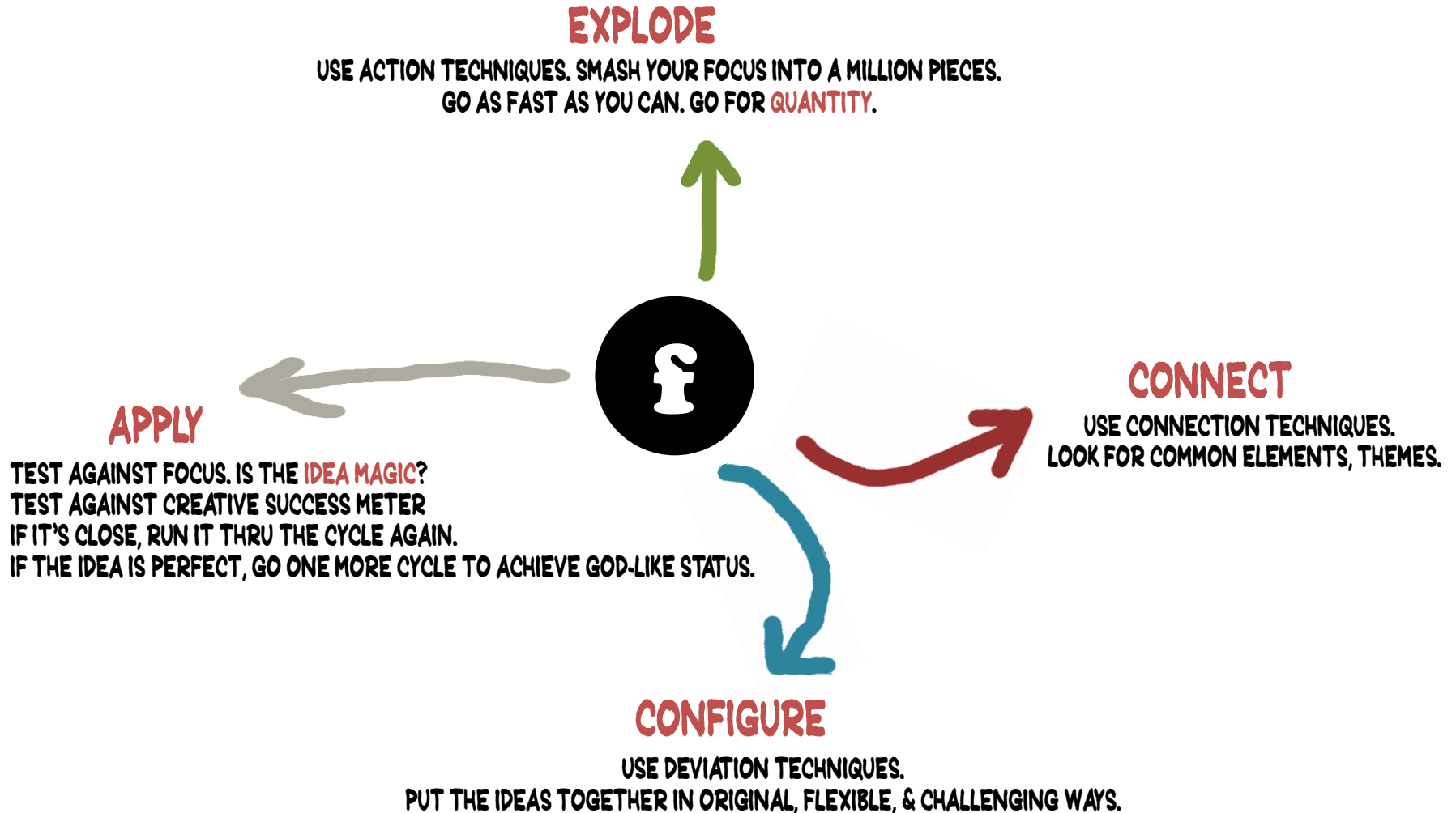
**d** CHALLENGING

**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

