Creativity

**Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep. *(Scott Adams, creator of the popular daily comic strip Dilbert)***

**The art of the creative process is not seeking and finding; it's bumbling. *(Jonathan Safran Foer)***

**Last Christmas, one father gave his boy a battery-operated tank, a battery-operated gun and a battery-operated train. The child loved them. All day he sat around trying to make towers out of the batteries. *(Robert Orben, in Reader's Digest)***

**There is no creativity without tension. *(Beethoven)***

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**If you are creative, you get busier as you get older. *(Tony Bennett)***

**When the uncreative tell the creative what to do, it stops being art. *(Tony Bennett)***

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**In order to compose all you need to do is remember a tune that nobody else has thought of. *(Robert Schumann)***

**An English teacher long ago assigned everybody in our class to write a composition titled “Schoolmates.” I got a B. The girl in front of me got the only A. She deserved it. Hers was about fish. *(L. M. Boyd)***

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**Frank says to Ernest: “I don’t use my conscience as my guide – it’s more of a creative consultant. *(Bob Thaves, in Frank & Ernest comic strip)***

**Hammie: “Mom? Can Zoe have a cookie before dinner?” Mom, who is talking on the phone, says: “Just a second, Rhonda. Let me call you back.” Zoe, ordered by Mom to sit in the corner with her back turned to the wall says: “I knew better than to do it myself. Doesn’t creativity count around here?” *(Rick Kirkman & Jerry Scott, in Baby Blues comic strip)***

**Creativeness often consists of merely turning up what is already there. Did you know that right and left shoes were thought up only a little more than a century ago? *(Bernice Fitz-Gibbon)***

**When a good idea comes your way, jot it down -- on your arm if necessary. Not every idea will have value, of course. The point is to capture first and evaluate later. Surrealist painted Salvador Dali tapped his creative potential by lying on a sofa, holding a spoon. Just as he drifted off to sleep, Dali would drop the spoon onto a plate on the floor. The sound startled him awake, and he would immediately sketch the images he had envisioned in that fertile world of semi-sleep. *(Robert Epstein, in Reader's Digest)***

**Against the ruin of the world, there is only one defense -- the creative act. *(Kenneth Rexroth, poet)***

**The development of a new product is a three-step process: first, an American firm announces an invention; second, the Russians claim they made the same discovery twenty years ago; third, the Japanese start exporting it. *(Bits & Pieces)***

**I’m not a big believer in disciplined writers. What does discipline mean? The writer who forces himself to sit down and write for seven hours every day might be wasting those seven hours if he’s not in the mood and doesn’t feel the juice. I don’t think discipline equals creativity. *(Bret Easton Ellis, writer)***

**Discovery consists of seeing what everybody has seen and thinking what nobody has thought. *(Albert Szent-Gyorgyi, Nobel prize-winning physician)***

**Doodling for fun and profit: Once a telltale sign of wandering attention during staff meetings, doodling is now being embraced as a key to corporate creativity, said Rachel Emma Silverman in The Wall Street Journal. Experts say that sketches, diagrams, and cartoons often do a better job of generating and communicating ideas than text does, and offer "an antidote to the pervasiveness of digital culture." Even Facebook, whose business is digital culture, has turned the walls of offices around the country into whiteboards "to allow employees to sketch ideas whenever they arise." After a workshop with a "visual problem solving" consultant, Patrick O'Hare of Spectrum Health System in Grand Rapids, Michigan, created a presentation of cartoon-like sketches for the CEO. His offering turned out "much better than the PowerPoint presentation he had delivered a few weeks earlier." (*The Week magazine, May 11, 2012)***

**It's said of Thomas Edison that he produced a patentable device on an average of every two weeks of his life. *(L. M. Boyd)***

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**The secret of creativity is knowing how to hide your sources. *(Albert Einstein)***

**Creativity is intelligence having fun. *(Albert Einstein)***

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**The worst enemy to creativity is self-doubt. *(Sylvia Plath)***

**No steam or gas ever drives anything until it is confined. No Niagara is ever turned into light and power until it is tunneled. No life ever grows until it is focused, dedicated, disciplined. *(Harry Emerson Fosdick, in Living Under Tension, on creativity)***

**Creativity requires the courage to let go of certainties. *(Erich Fromm, psychologist)***

**Most creative people are not happy unless they are trying to solve a problem. They can’t look at anything without wondering how it might be changed, improved, adapted, modified, or otherwise tinkered with.
Charles F. Kettering, the inventor who contributed so much to the auto industry, was that kind of man. He compared this kind of creative thinking with hanging bird cages in the mind. Kettering once bet a friend that if he were given a bird cage and hung it up in his house, that the friend would, sooner or later, have to buy a bird. The friend took the bet. “I got him an attractive bird cage made in Switzerland,” said Kettering, “and my friend hung it near his dining room table. Of course, you know what happened. People would come in and say, ‘Joe, when did your bird die?” ‘I never had a bird,’ Joe would say. ‘Well, what have you got a bird cage for?’ people would ask. Finally, my friend Joe said it was simpler to buy a bird than to keep explaining why he had an empty bird cage. “If you hang bird cages in your mind,” said Kettering, “eventually you get something to put into them.” *(Bits & Pieces)***

**The average homemaker is confronted daily with more creative opportunities than the middle manager in a company sees in a month. *(Roger von Oech)***

**A hunch is creativity trying to tell you something. *(Frank Capra)***

**Of every study known to mankind, not one – zero, zilch, nada – says there is a correlation between IQ and creativity. This is good because it means every one of us can be more creative. *(Harvey Mackay, in Outswimming The Sharks)***

**It is a damned poor mind indeed that can’t think of at least two ways of spelling any word. *(Andrew Jackson)***

**Creativity is just connecting things. *(Steve Jobs)***

**Quincy Jones has won 25 Grammy awards and composed the scores for 38 films, including The Color Purple and Roots. He also gathered together 60 of America's top musical talents for a mammoth eight-hour recording session to produce "We Are the World," the 1985 fund-raiser for African famine relief. The result was the best-selling single of the decade. Creativity comes naturally to Jones. "When I'm composing, I see pictures. When I see pictures, I hear music," he explains. "When I'm really smoking I can't leave the work because the ideas keep coming at me. I find myself writing in taxis or in airplanes, using menus, gum wrappers -- anything that's handy -- to put down ideas when the engine's stoked. "Others may find it unusual that I can see and hear all the parts and pieces of a work in my head, but it's no big deal because this is all I can do. I can't even drive a car. . . ." *(Alan Ebert, in Lear's)***

**Few men have been more creative than Charles F. Kettering, the brilliant engineer who invented many things connected with the automobile and ended up as head of research for General Motors. Kettering once made a wager with a friend: If the friend would hang up a bird cage in his house that the friend would eventually have to buy a bird to put in it. The skeptical friend took the bet. “I bought him an attractive bird cage made in Switzerland,” Kettering recalled, “and my friend hung it near his dining room table. And, of course, people would come in and say, “When did your bird die?” Kettering’s friend would answer that he never had a bird, only to be asked why he had a bird cage. Finally, Kettering’s friend decided it was simpler to buy a bird than to keep explaining why he had an empty bird cage in his dining room. *(Harvey Mackay, in Outswimming The Sharks)***

**We must use time creatively . . . and forever realize that the time is always ripe to do right. *(Martin Luther King, Jr.)***

**The best work I’ve ever done has a feeling of having been excavated. I don’t feel like a novelist as much as an archeologist who is digging things up and looking at the carvings on them. Sometimes you get a little pot out of the ground, and that’s a short story. Sometimes you get a bigger pot, which is a novella. Sometimes you get a building, which is like a novel. When I feel I’m “creating,” I’m usually doing bad work. *(Stephen King)***

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**Creative people who know exactly what they are doing aren’t creative people. *(Bits & Pieces)***

**Creativity isn’t about pretend. Rather, it’s a knowing what gets you going and following it. *(Judith Orloff, UCLA Assistant professor of psychiatry)***

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**Every creative act is a sudden cessation of stupidity. *(Edwin H. Land, Polaroid co-founder)***

**To live a creative life, we must lose our fear of being wrong. *(Joseph Chilton Pearce, author)***

**Collegians who majored in creativity:**

**\* Lie detector -- University of California med student invented**

**\* Pizza Hut -- Wichita State students started**

**\* Bar code -- Drexel University students invented**

**\* Subway -- University of Bridgeport students started**

**\* Kinko's -- University of California-Santa Barbara students started.**

***(World Features Syndicate)***

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**To be creative means to be in love with life. You can be creative only if you love life enough that you want to enhance its beauty, you want to bring a little more music to it, a little more poetry to it, a little more dance to it. *(Osho)***

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**Michelangelo was pretty creative. He made paper airplanes, too. *(L. M. Boyd)*
Based upon an independent survey of advertising and marketing executives, which was reported in USA Today, there are three common misperceptions about creativity: That the time of day when people tend to be the most creative is at night. That the common causes of creative block are lack of inspiration and concentration. That the best way to prevent creative block and keep ideas flowing is to focus harder on the task at hand and talk to others to gain their perspectives. The truth is that most people are more creative in the morning. Most of us do not work better under a tight deadline. And taking a break is the best way to avoid creative blocks. Notice I said most people. Everyone is different. *(Harvey Mackay, in Outswimming The Sharks)***

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**A first-rate soup is more creative than a second-rate painting. *(Abraham Maslow, psychologist)***

**Creativity is more than just being different. Anybody can play weird; that's easy. What's hard is to be as simple as Bach, Making the simple complicated is commonplace; making the complicated simple, awesomely simple -- that's creativity. *(Charles Mingus, jazz musician)***

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**A young composer once came to Mozart for advice on how to develop creatively. “Begin writing simple things first,” Mozart told him, “songs, for example.” “But you composed symphonies when you were only a child,” the man exclaimed. “Ah,” said Mozart, “but I didn’t go to anybody to find out how to become a composer!” *(Bits & Pieces)***

**Municipal zoos have found a new revenue source: paintings by animals. Two paintings by Towan, a 40-year old orangutan at Seattle’s Woodland Park Zoo, recently fetched more than $1,300 at auction. *(The Atlanta Journal-Constitution, as it appeared in The Week magazine, April 18, 2008)***

**Good week for: Creativity, after Sarah Palin asked Muslims in a tweet to "pls refudiate" plans to build a mosque at Ground Zero. When critics pointed out that "refudiate" is not a word, Palin responded, "English is a living language. Shakespeare liked to coin new words too." *(The Week magazine, July 30, 2010)***

**Mom: "Peter, what are you doing watching TV? I thought you had a big paper to write!" Peter: "I do. I figured I'd work more efficiently if I lumped all my study breaks together and got them out of the way ahead of time. This way I can write my essay without any interruptions to my thought process. By my count, I've got another 30 minutes of goofing off to go. You know, some parents encourage their kids to think creatively!" *(Bill Amend, in Foxtrot comic strip)***

**Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity. (Gen. George S. Patton, Jr., in War As I Knew It)**

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**The urge to destroy is also a creative urge. (Pablo Picasso)**

**The chief enemy of creativity is good sense. (Pablo Picasso)**

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**More often than not, creativity is the spark that’s struck from pairing two or more existing ideas. SES Associates, a Cambridge, Mass., “think tank,” was asked by a major food manufacturer to find a better way to package potato chips. So SES associated two ideas: potato chips and wet leaves. Why leaves? Because the first question the SES creative types asked was “What is the best packaging solution you ever saw?” Someone said the bagging of wet leaves. “Try to shove a load of dry leaves into a bag, and you have a tough time,” he explained. “You are packing air, just the way the potato-chip manufacturers do. But if the leaves are wet, you can pack a lot of them in.” Good idea, the researchers thought, and they tried packing wet potato chips. But it didn’t work; when the chips dried in the package, they crumbled. That led to the development of a tougher chip that, when wet, could be pressed into a uniform shape. Today, this product is recognized by millions of Americans as the potato chips that come in a can instead of a bag.  *(Dudley Lynch, in Reader’s Digest)***

**Over the last 15 or 20 years, social scientists have been taking their first serious look at this power of creative thinking, and have written more than 1500 doctoral theses and 2000 books on it. On available evidence, scholars now believe creativity is far more common than previously thought. In fact, most researchers claim there is a spark of genius in each of us, waiting to be freed. *(Dudley Lynch, in Reader’s Digest, November, 1978)***

**The songwriter doesn’t write a song and wait for publication before he writes another. He sings it and writes others. Writers complete articles and books which they submit, and then, regardless of how many rejection slips arrive in the mail, they keep right on writing and submitting their work. They know that every note, every word they write, is priming the pump of creativity, and nudging the Law into action. They don’t wait for answers, they simply go on creating opportunities for answers. *(Delia Sellers, in Abundant Living magazine)***

**Problems are nothing but wake-up calls for creativity. *(Bits & Pieces)
\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**In the creative process, there is the father, the author of the play; the mother, the actor pregnant with the part; and the child, the role to be born. *(Konstantin Stanislavsky)***

**The creative process is a process of surrender, not control. *(Julia Cameron, artist/writer)***

***\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**Preliminary scientific findings suggest that sustained creativity can promote recovery from acute health problems such as infections and injuries, as well as improve the course of chronic or even terminal illnesses. This is not to suggest that creativity can cure a terminal illness, but rather that it enhances relief through better coping abilities. The popularity of expressive arts therapies – art therapy, dance and movement therapy and music therapy, for instance – among patients with serious illness testifies to this enhancement, as do research findings that reflect the positive impact of these creative interventions. Research confirms what I have seen in so much of my work with individuals and families whose lives are touched by the most devastating of disorders, but find their lives improved by creative activity and expression. *(Gene D. Cohen, in The Creative Age)***

**Be ready for creative ideas; they can happen anytime. *(Harvey Mackay, in Outswimming The Sharks)***

**Gioacchino Rossini -- perhaps ridiculing composers who would excuse their lack of creativity because of the lack of suitable subjects -- declared: "Give me a laundry list and I'll set it to music." *(Isaac Asimov's Book of Facts, p. 382)***

**Creativity in science could be described as the act of putting two and two together to make five. *(Arthur Koestler)***

**Creativity has no script; it is inspired ad-libbing. *(Harvey Mackay, in Outswimming The Sharks)***

**One of America’s great strengths has been its record of imagination and innovation in all walks of life. August is National Inventors Month, a good time to focus on our ingenuity. One of the world’s most beloved – and creative – writers and illustrators, the late Theodore Seuss Geisel, better known as Dr. Seuss, defined invention and innovation thus in Scrambled Eggs Super!: “The places I hiked to! /The roads that I rambled to find the best eggs / that have ever been scrambled! If you want to get eggs you can’t buy at a store, you have to do things never thought of before.” *(Harvey Mackay, in Outswimming the Sharks)***

***\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**Why such emphasis on the wonder of the childlike mind? Because this inner child that we all continue to possess even after we grow up is the source of our creativity. Emmet Fox explains that the Wonder Child is “no less than God Himself. ‘The Mighty God,’ as Isaiah reminds us . . . always present with you, and always available, once you have understood and accepted the Spiritual Idea.” The Wonder Child in each of us, the beginner’s mind, is willing to tolerate the chaos of creativity that leads to the higher order that Charles Fillmore alludes to. The beginner’s mind is the mindset of the proverbial person who falls overboard and comes up with a fish in each pocket. (*Deborah G. Whitehouse, in Unity magazine)***

**The things we fear most in organizations--fluctuations, disturbances, imbalances--are the primary sources of creativity. *(Margaret J. Wheatley, in Leadership and the New Science)***

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**What you may not have known is that some spiders weave a different web design each day. *(L. M. Boyd)***

**When you dream up a rational reason for an absurd notion, that’s called creative thinking. (L. M. Boyd)**

**The 3M Company encourages creativity from its employees. The company allows its researchers to spend 15 percent of their time on any project that interests them. This attitude has brought fantastic benefits not only to the employees but to the 3M Company itself. Many times, a spark of an idea turned into a successful product has boosted 3M’s profits tremendously. A few years ago, a scientist in 3M’s commercial office took advantage of this 15 percent creative time. This scientist, Art Fry, came up with an idea for one of 3M’s best-selling products. It seems that Art Fry dealt with a small irritation every Sunday as he sang in the church choir. After marking his pages in the hymnal with small bits of paper, the small pieces would invariably fall out all over the floor. Suddenly, an idea struck Fry. He remembered an adhesive developed by a colleague that everyone thought was a failure because it did not stick very well. “I coated the adhesive on a paper sample,” Fry recalls, “and I found that it was not only a good bookmark, but it was great for writing notes. It will stay in place as long as you want it to, and then you can remove it without damage.” Yes, Art Fry hit the jackpot. The resulting product was called Post-It and has become one of 3M’s most successful office products. *(Glenn Van Ekeren, in The Speaker’s Sourcebook, p. 101)***

**Any activity becomes creative when the doer cares about doing it right, or doing it better. *(John Updike)***

**Lucy: "TV! TV! TV! All you ever do lately is sit, and watch TV!!" Charlie Brown: "I beg your pardon. I am not watching TV. I am engaged in creative viewing!!" *(Charles Schulz, in Peanuts comic strip)***

**If you are seeking creative ideas, go out walking. Angels whisper to a man when he goes for a walk. *(Raymond Inman)***

**How do we start "thinking what nobody has thought"? Usually it takes a whack on the head, like Newton supposedly had when an apple striking his skull awakened him to the laws of gravity. Whacks can range from something as major as losing a job to something as trivial as wanting an unusual entree for a dinner party. We're more likely to respond creatively -- which is to say, come up with a new idea -- if we've already been chipping away at the "mental locks" that close our minds. *(Roger von Oech)***

**Writing is not hard. Just get paper and pencil, sit down and write it as it occurs to you. The writing is easy – it’s the occurring that’s hard. *(Stephen Leacock)***

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