

CHAPTER 2

CREATIVITY: SOME
MYTHS DEBUNKED



In order to be creative it is crucial to:

- understand the so-called 'Big Ideas'
- comprehend different types of thinking processes used
- be aware of the context of lateral thinking

THE MYTH OF THE INSTANT 'BIG IDEA'

/ THE INSTANT BIG IDEA DOES NOT EXIST /

Creativity is essentially incremental.

“Rather than the creative idea being an instant revelation, it will more likely be characterized by a haphazard series of moves, steps and linkages”.

WHAT a GREAT IDEA

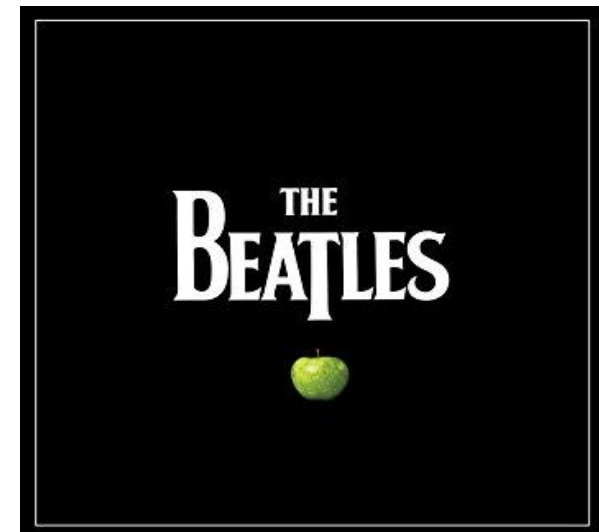
Any truly great idea will generally have emerged as a result of a series of incremental small steps in generating it, with much of its inherent added value gained in the subsequent implementation, or in how it was sold.





Contemporaries of Mozart described him at work as ‘taking dictation from God’ in the way he seemed to translate a concept in his mind on to paper. Research has, however, showed him to be very meticulous, making changes and additions to his work.

The Beatles anthology albums offer a fascinating insight into how their ideas developed. The original versions of their songs often bore little resemblance to the final product, then hailed as 'creative masterpieces'.



The reality of producing a creative work of art, whether it is in music, painting or writing, is of artists constantly making changes and adding incremental new ideas to their work.



So how has the notion of the 'Big Idea' come about?

It is much more convenient to believe great creative people somehow intuitively and instantly arrive at Big Ideas rather than recognize that creativity can be a messy, unglamorous and protracted process.