

Stratagame Project

Originality



An original approach allows you to make a difference.

When we talk about originality we refer to created or invented works and to act or think outside the box.

An original idea is not thought of by another person in advance. However, sometimes, two or more people can have the same idea independently.

An original work is not received by others, nor copied or based on the work of others. It is a unique work.

The term "originality" is often considered as a characteristic of artistic intuition, referring to the creativity of artists or writers.

In ancient times, it was more common to appreciate the similarities with admired classical works. It was not until the beginning of the 18th century that the concept of originality became an ideal in Western culture.

Originality's referred, moreover, the power of independent thought or constructive imagination.

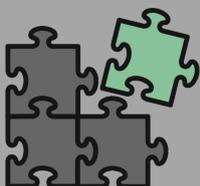
An original person stands out from the others, managing to get out of the "comfort zone" and having new ideas: no longer to be a performer but to become the creator.

Originality is a skill that allows us to understand and face problems by exploring and developing different possibilities, in (sometimes) more functional new ways.

It also allows you to go beyond the direct experience and beyond the known.

Some studies show that originality has a direct linear effect on the popularity of a work or creation. And that the evaluation of originality depends not only on the creative work itself, but also on the temporal context and the spirit of the time. This confirms the importance of the original features moderated by the examined time context.[1]

Psychologists have established years ago that personal realization takes place in two ways: conformity or originality. The first one concerns those who follow an established path, the second one those who take a less common path.



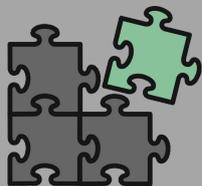
Adam Grant, in his book "Originals", explains how to improve the chances of success. (Grant, A. (2017). Originals: How non-conformists move the world. Penguin.)

Each of us can be original, using the following strategies[1]

- Don't worry about having unconventional ideas.
- Change place often.
- Try to unwind and concentrate on the problem to be solved.
- Develop new and different ideas.
- Take the initiative.
- Have self esteem.
- Minimize the chances for failure so you can take a calculated risk.
- Planning and dedication to work.
- Identify your weakness.
- Come up with several ideas of how you could do the task differently.
- Solicit feedback from your peers.

[1] Form, S. Reaching Wuthering Heights with Brave New Words: The Influence of Originality of Words on the Success of Outstanding Best-Sellers. The Journal of Creative Behavior. doi:10.1002/jocb.230. ISSN 0022-0175.

[1] <https://www.inc.com/jt-odonnell/4-steps-to-being-more-original-and-satisfied-at-work.html> .



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