

Stratagame Project

Creativity



Creativity can be defined as a particular way to think with originality and fluidity that breaks with existing models and introduces something new. It is also the ability to go over the common perceptions of things and get out of the routine and embrace the innovation.

Creativity is to perceive the world in different ways and to find out new hidden schemes, to create links between phenomena apparently not linked and to generate solutions. Creativity involves thinking and production processes. In his works, J.P. Guilford connected, by a close relation, "divergent thinking" and creative act. Defining divergent thinking as the ability to produce a range of possible solutions for a given problem, in particular for a problem who doesn't require only one correct answer, it is easy to realize that this ability has an important role in the creative act.

Guilford identified a number of factors involved in creative problem solving, including sensitivity to problems (the ability to recognize problems); fluency (numbers of ideas); Flexibility (shifts in approaches); Originality (unusualness). A creative idea is, by definition, an original idea (new and often surprising), **relevant** (it has a value for who enjoys it) and **beneficial**. This doesn't mean that to be creative it is necessary to find out incredible solutions or to invent something complicated. On the contrary, more revolutionary and creative ideas often result from sudden intuitions and are the easiest to explain and to realize. People can be creative also in the way they relate to others or in the way they conduct themselves at work.

A study by George Land reveals that we are naturally creative and as we grow up we learn to be uncreative. Creativity is a skill that can be developed, and needs to be practiced and improved over time.

To do that, it is necessary get out of thought patterns that force people to see always things from the same point of view without notice stimulating possibilities and options.

It is possible to develop a culture of creativity and innovation, following some simple guidelines.

Some researchers discovered that in addition to being determined by opportunities, encouragement, training and motivation, the ability to generate innovative ideas is a function of mind that needs some behaviours:

To associate and to make connections between questions, problems or ideas from unrelated fields. To put questions that challenge the conventional wisdom. To observe competitors' behaviour and of others in general to identify new ways to do things.

To create a network meeting with people with different ideas and perspectives.

To experience.

It is therefore necessary to observe the world around us with the **curiosity of a child, to overcome the habits** and experience something new. Ultimately, **creative intelligence** is the attitude to **approach something innovative** and carry out new strategies of thought.

