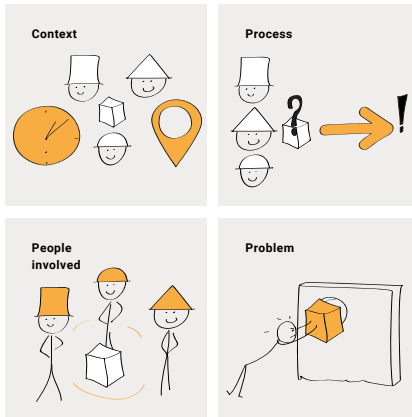




Background of our model

Practice: which buttons can we push?

When we try to enhance creativity, we can influence one or more of the following variables: the people involved, the context (time and space), the problem that needs to be solved, and the process that should lead to the solution.

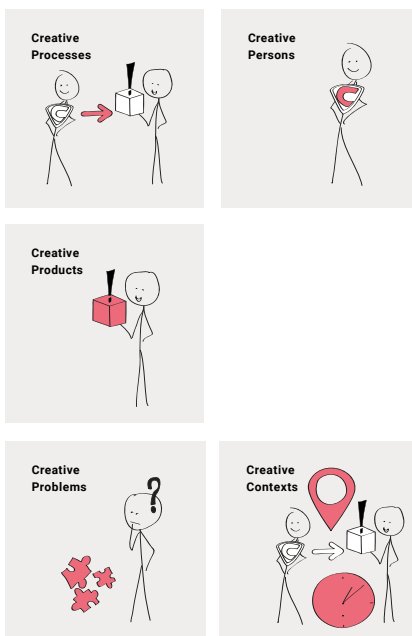


People, problem, process and context are abstract categories. Many factors together define the specifics for each category. For example, if we take a closer look at ‘people involved’. The amount of people involved will influence the choices we make for our methods to enhance creativity. But we can also consider their age, their experiences, their interpersonal relationships, their personalities, their motivation, etc. All these factors may influence creativity. And therewith should influence our intervention choices.

What if we could understand all factors that influence creativity in any situation? And what if we knew what interventions that positively influence those factors, enhancing creativity to a maximum level? This is what we are aiming at.

Theory: how to organize science to our needs?

Fortunately, theory on creativity is organized similarly as our ‘buttons’. Definitions on creativity are on: creative people, creative processes or creative products. Theory can be structured around these three definition categories. The latter, creative products, is not one of our buttons. The creative product is of course the result we want to achieve. For scientists the creative product is important because it can be used to measure creativity: if the product is creative, so was the process or so was the person who created the product.



We need to add two more categories: creative problems and creative contexts. The first, creative problems, is about the ‘why’. It is the starting point for any creative process. We can learn a lot from theory on creative problem on how we define and categorize problems.

The second, creative contexts, is a popular research topic these days. As we come to understand more about creativity, with more certainty we can say that creativity is very dependent on the context. Research from context research can give us practical tips on how to boost creativity.

We want to give input to the research agenda. We want to influence scientists to focus their research on practitioners’ needs. Therewith, we want to give practitioners the best tools possible to enhance creativity.