Debunking Creativity Myths

1. I’m not creative!
   - We are born creative
   - Even the most genius of moments were built upon hours and weeks of thinking and learning

2. The Eureka moment
   - Some people use their creativity skills a lot and some people hide them
   - The answer to a problem can suddenly appear when you are least expecting it

3. Creativity is exclusive to the Arts
   - Artists can be some of the most creative people on the planet, but so can scientists, technologists, politicians, doctors...

4. Creativity requires freedom
   - Where would the world be if the car industry wasn’t creative? Or if NASA hadn’t been imaginative?
   - Having too much freedom can be debilitating
   - Imagine the difference between being asked to draw something on a blank piece of paper, and being asked to create a drawing using three specific shapes

5. Creativity is from the right side of the brain
   - It is the connections made between both sides of the brain that enhance creativity and develop creativity skills

Creativity skills:
- Curiosity
- Open-mindedness
- Imagination
- Problem solving

In Scotland we believe that everyone is creative, and that creativity is made up of four key creativity skills.