

Debunking Creativity Myths



We are born creative

1

I'm not creative!

Some people use their creativity skills a lot and some people hide them



Even the most genius of moments were built upon hours and weeks of thinking and learning



2

The Eureka moment

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...



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

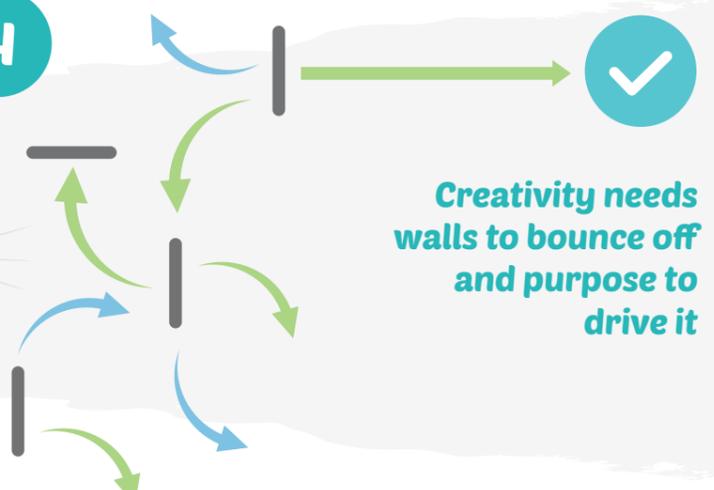
Imagine the difference between being asked to draw something on a blank piece of paper, and being asked to create a drawing using three specific shapes



4

Creativity requires freedom

Creativity needs walls to bounce off and purpose to drive it



It is the connections made between both sides of the brain that enhance creativity and develop creativity skills



5

Creativity is from the right side of the brain

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

