5 crucial creativity questions

AND CREATIVE CONVERSATION STARTERS

IF I’M NOT ELON MUSK OR BEYONCÉ, WHAT CAN CREATIVITY DO FOR ME?
Creativity isn’t just about innovating or making art—it’s about living creatively, seeing new possibilities. We are all wired to create. Anyone can make a conscious decision to live this way.

I’VE SUFFERED HORRIBLY—IS THAT WHY I’M CREATIVE?
Maybe. What doesn’t kill us may make us more creative. But we don’t need to suffer in order to create.

IF I’M HAPPY, WILL THAT CRUSH MY CREATIVITY?
No. An event doesn’t have to be painful to shift our perspective and motivate us to create.

TO BE CREATIVE, MUST I RETREAT TO A LOG CABIN?
The stereotype of the reclusive writer or artist stems from a significant truth of creativity: We must find the space to become intimate with our own minds.

AM I PARANOID FOR SENSING THAT MY CREATIVITY ISN’T ALWAYS APPRECIATED?
You’re not paranoid. To generate and share nontraditional ideas, one must be willing to be a bit of a troublemaker and risk being labeled an outsider.

Source: Wired to Create by Scott Barry Kaufman, PhD, and Carolyn Gregoire (Perigee, 2015)

For the latest science of creativity, with ways and reasons to nourish your own, see Student Health 101, October 2016.