

UNCOVER YOUR CREATIVE GENIUS

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Abstract. *Have you ever met a creative person? You want to be like him? We encourage you to read until the end. You will find the reason you are not creative anymore. Since creativity is a skill, you can reveal your potential too by learning how to be creative. Step by step, practicing and practicing, you are going to improve your creativity skill during the process. Discover techniques and tools that are going to help you in this interesting adventure. Don't be afraid of failing. It is also part of the learning process.*

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Introduction

This article is for you if you want to constantly generate new ideas and if you are eager to find and learn new tools and techniques to become more creative. In this article, you are going to understand what are the benefits of a creative mind and how to train your brain in order to enrich your ideas. The most frequent myths about creativity will be debunked, allowing you to rediscover its worth.

You may ask why the creativity level has decreased since you were a child, why you cannot dream anymore as you did before. You could blame the school, the government, the boss, the society, but the answer is somewhere in the middle. Continue to read the following lines to understand why?, when? and how?

Creativity defines our existence. It is one of the most significant characteristics that makes us superior as a species and as individuals. Nevertheless, 3 out of 4 people feel they are not achieving their creative potential [1]. However, creativity is a skill and it can be easily learnt.

Creativity Myths

There are plenty of myths that are stopping people from trying to become creative thinkers. Some of the most popular are the following ones:

Myth 1. You cannot learn to be creative

Creativity can and has to be learnt. Like other skills, some people get more talent than others, but this does not mean that you cannot improve your basic level by actively practicing and learning. This article is full of methods and techniques that can help you become a creative person. The aim of the papers is to inspire generations to move forward and make people find new ways for solving problems [2].

Myth 2. Being creative requires a lot of time and freedom

Creativity doesn't need a lot of time, but it demands focus. Your innovative potential can be efficiently stimulated by operating under pressure. As strange as it might sound, creativity treasures limitations. Too much freedom it's overwhelming and can significantly decrease your ability to focus. Constraints can help you unlock your creativity by making the subject you are working on more explicit. The more restrictions you overpower, the easier it will be for you to link seemingly unrelated concepts and ideas [2].

Myth 3. People don't want me to be creative

The only person who decides how and when to use your creativity is YOU. There might be surroundings that are more stimulating than others or people that regress your ability to be creative, but that shouldn't prevent you from achieving your true potential. Instead, you have to think about it as a challenge to overcome. Feel free to sparkle with creativity [2].

The Level of Creativity is Decreasing

Based on the UK Government's report on creativity, education and the economy, young people lose their capacity to think abstractly or in a non-linear way once they are growing up. From 1600 children between three and five years who were tested, 98% thought in an abstract way. Only after five years the percentage dropped drastically to 32%. By the time they were aged 13 to 15, only 10% of children were able to think divergently. When the test was applied to two hundred thousand adults, only 2% were creative enough to pass the examination [3]. Ken Robinson declares that the poor creativity is because of the education system. Every education system on earth has the same hierarchy of subjects. At the top there are mathematics and languages, then the humanities and at the bottom are the arts. The main reason for that is to meet the needs of industrialism [4]. But the world changes and, nowadays, the creative people are the most valuable.

Techniques to Boost Your Creativity

Many people don't know how to start to become more productive and creative. To make this problem vanish, we suggest some tricks, techniques and tools that will change your thinking perspective:

- *Find Time To Go for a Walk.* Based on a Stanford study, after a walk, the participants' creativity was boosted by 81% [5]. Just take a break, go outside and feel how the thoughts begin to flow.
- *Open Yourself to New Experiences.* Read some difficult books or solve some hard puzzles. Push yourself into learning new things, evolving, creating. You may fail sometimes, but that is the way you should change your life, becoming more creative in the process.
- *Surround Yourself With Green.* According to a study on Personality and Social Psychology, only a brief look at green colour increases the creative performance being the most arousing colour [6]. The easiest thing you can do is to set a flower on your working table. Let it grow and enjoy.
- *Make Time To Relax.* It is, maybe, the most pleasant activity. As stated in a 2007 research [7], relaxed people find creative solutions faster. The idea is that people with clean minds flow between thoughts easily rather than focus on unique ideas and get stuck. Give your brain time to free itself of unuseful material and make space for creative thinking [8].

Design Thinking For Creative Ideas

It is a methodology for creative problem solving. This methodology consists of tools that eases the thinking process:

- *Brainstorming.* It starts with problem definition. All participants are encouraged to say as many ideas as they can. Crazy ideas are welcomed. After ideas have been shared, new ideas should be formed by combining the existent ones, in order to generate solutions.
- *MindMapping.* That is a powerful tool that represents a graphic representation of ideas around a theme. Just try it and you will have a visualization of your thoughts in minutes.
- *SCAMPER or Substitute, Combine, Adapt, Modify, Put to another use, Eliminate and Reverse.* This method helps you bring new ideas by asking yourself questions around the words. It is a good tool because it can be used individually and helps with evaluating the existing ideas.

You can find these tools and many others on Miro - the best online platform for creative sessions where you or your team is able to visualize the ideas and work on the projects more productive [9].

Benefits of a Creative Mind

Just working constantly and improving day by day you can discover the benefits of being creative:

1. Creativity improves your mood and boosts your self-esteem

Your brain is loaded with dopamine after you complete a creative activity, which empowers you, makes you feel amazing and relieves stress and anxiety. Nothing surpasses that feeling of personal fulfillment after you are done, not to mention the sense of accomplishment that comes from producing something from nothing. As you begin to observe your development in creativity, you will undoubtedly notice a boost in your confidence [10]. Creativity can also help trauma survivors cope with feelings of humiliation, rage, and despair [11].

2. Creativity supports innovation and improves productivity

Companies acknowledge the weight of innovation, which is facilitated by encouraging people to play and improvise. Working with various crew associates and doing diverse activities allows promoting creativity which is the mother of innovation. Routine can indeed sabotage productivity, but mixing up the daily habits and creating more thinking patterns brings creativity and increases productivity [12].

3. Creativity encourages problem-solving

The left side of the brain is in charge of logic, while the right side is in charge of creativity. If a person is never exposed to creativity, half of their brain is not being used to its full potential. This implies that they are missing out on creative cognitive processes like intuition, which are extremely helpful in problem-solving [13]. CEOs ranked innovation as the most crucial leadership attribute, followed by ethics and global thinking, according to the research done by Fast Company [13].

4. Better teamwork and bonding

Many organizations give their workers a creative team building activity because it is the most advantageous way to help fellows of their group to work together. Most states of creativity are not competitive, which diminishes the concept of rivalry in the place of work and promotes a team to work together [12].

Conclusions

Knowing that creativity can be developed is merely the first step toward becoming more creative. The next step is to utilize science to your advantage in order to gradually but steadily uncover your creative potential. So go outside, surround yourself with green, take a walk, stand out, be a little chaotic, remain open to new experiences, and be on the lookout for patterns. Whatever you do, keep pushing yourself to think in new, unconventional, and creative ways because the benefits are remarkable. Creativity was proven to reduce stress, and improve the mental health state. In addition, it improves your productivity and problem-solving skills.

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