Creativity

NAHC 59th Annual Conference
October 16-19, 2019
Miami, FL
What is Creativity?

Definition of Creativity (Merriam-Webster Dictionary)
1. The ability to create
2. The quality of being creative
What is Creativity?

“Building universes out of nothing.”
Danny Sullivan

“Copying smarter.”
Lisa Barone

“Giving the world something it didn’t know it was missing.”
Daniel Pink

“Seeing something that doesn’t exist and then making it so.”
Hugh Howey

“Going to unexpected places.”
Shane Snow

“Seeing the intersection of seemingly unrelated topics and combining them into something new.”
Brian Clark

“Tapping into your soul and your intuition and allowing them to guide what you make.”
Bernadette Jiwa

“It’s our brains doing what they do.”
Michael Grybko

“Interpreting something you saw or experienced and processing it so it comes out different than how it went in.”
Henry Rollins

“One part inspiration, one part motivation.”
Ann Handley

“Living in possibility and abundance rather than limitation and scarcity.”
CJ Lyons

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“Taking what’s in front of you and everybody else and making something new out of it.”

**Austin Kleon**

“Creativity (n): a word people use when they want to sound smart talking about a really abstract subject. Me? I prefer to avoid abstractions.”

**Jon Morrow**

“Seeing patterns that others don’t and effectively communicating them.”

**David Meerman Scott**

“Creativity is expressing your ideas in a full-contact, full-color way.”

**Pam Slim**

“The strange partnership between a human being’s labor and the mystery of inspiration.”

**Elizabeth Gilbert**

“Just making something. It might be something crummy or awkward or not ready for prime time. If you make something, you are creative.”

**Sonia Simone**

“What is creativity?”

“Seeing and communicating ideas in ways that are unique, compelling, and unexpected.”

**Lee Odden**

“Creativity brings good things in the world that otherwise would not exist. It’s a noble act of pushing back darkness and giving hope to despair.”

**Jeff Goins**

“This might not work.”

**Seth Godin**

“The ability to connect the seemingly unconnected and meld existing knowledge into new insight...”

**Maria Popova**

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Creative Challenge

List as many shades of **GREEN** as you can in five minutes:

1. _________________
2. _________________
3. _________________
4. _________________
5. _________________
6. _________________
7. _________________
8. _________________
9. _________________
10. ________________
11. ________________
12. ________________
13. ________________
14. ________________
15. ________________
16. ________________
About Gordon MacKenzie

Gordon MacKenzie was a metal sculptor, management consultant, keynote speaker, author, artist, and poet.

Having flunked out of the University of British Columbia in the early 1950s, MacKenzie stumbled into a job as a cartoonist and writer for the *Vancouver Sun*. MacKenzie joined Hallmark Cards in 1961 and worked there for exactly 30 years to the day.

The book *Orbiting the Giant Hairball* follows McKenzie's career at Hallmark where he transitioned from individual contributor to creating a job conducting creativity seminars to his self styled position of Creative Paradox.
Too old to be creative?

Every child is an artist; the problem is staying an artist when you grow up

~Pablo Picasso

That's the real trouble with the world, too many people grow up. They forget.

-Walt Disney
you can't use up CREATIVITY. The more you use, the more you have.

MAYA ANGELOU

THE WORST ENEMY TO CREATIVITY IS SELF-DOUBT.

~Sylvia Plath
**About Josh Linkner**

Josh Linkner is an American entrepreneur, keynote speaker, jazz musician, and New York Times bestselling author. He founded several companies including ePrize, an interactive promotion agency, where he served as CEO and Executive Chairman.

In Disciplined Dreaming Josh Linkner shows exactly how you can create profitable new ideas, empower employees to flex their creative muscles, and tap into the power of creativity to sustain a competitive advantage over the long haul. Drawing on interviews with hundreds of successful CEOs, entrepreneurs, and artists, Linkner distills exactly how creativity can be encouraged, as well as its impact on the bottom line.
Three Magic Questions

Why?

What if?

Why not?

www.csi.coop
Creative Challenge

List as many shades of **BLUE** as you can in five minutes:

1. _______________
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16. _______________
Quotes by Someone Famous

“Creativity is seeing what everyone else has seen, and thinking what no one else has thought.”

“The secret to creativity is knowing how to hide your sources.”

“Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.”

“We cannot solve our problems with the same thinking we used when we created them.”

“A person who never made a mistake never tried anything new.”
“Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn’t really do it, they just saw something. It seemed obvious to them after a while.”

“Creativity comes from spontaneous meetings, from random discussions.”

“If you want to live your life in a creative way, as an artist, you have to not look back too much. You have to be willing to take whatever you’ve done and whoever you were and throw them away.”

“The people who are crazy enough to think they can change the world are the ones who do.”
Creative Challenge

List as many shades of ORANGE as you can in five minutes:

1. ________________
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