



CREATIVITY

VIA Survey calls this strength Creativity

Parent virtue: Wisdom and Knowledge. Strengths of wisdom and knowledge are cognitive strengths related to the acquisition and use of information. Strengths comprised in this virtue are creativity, curiosity, open-mindedness, love of learning and perspective.



WHAT DOES CREATIVITY MEAN?

You come up with new and original ways to think about and do things.

Creative people are able to look at the world in original ways. They are open to new experiences, and have an imaginative and independent thought process. They are able to generate lots of different ideas, and have the capacity to go after certain ideas they've generated with energy and enthusiasm. Creativity is a process that takes courage. Anytime you're putting your original ideas into the world, you risk being criticized or even ostracized.

Positive psychology breaks creativity into two components. First, he/she must produce original ideas or behaviors. Second, the original idea or behavior must make a positive contribution to that person's life or others lives. There are big acts of creativity, exemplified by great artists and scientists. And, there are everyday acts of creativity, such as how people create solutions to deal with problems at work or at home.

WHY DOES IT MATTER?

Creativity is associated with intrinsic motivation, meaning the process of creation is an end in itself. The work is not accomplished in order to receive an award. Creativity is also correlated with self-actualization, or fulfilling one's talents and potential. Those with the strength of creativity have the urge to create, to build something new and original. The act of creation makes them happy.

On a group level, creativity is vital. It helps us solve seemingly impossible problems, create something we never knew we wanted, or simply see the world in a new way. Technological examples include the printing press, refrigeration, electricity, automobiles and the internet. And think of what we'd be missing without Renaissance art, Enlightenment thinking, Harlem Renaissance jazz, or hip-hop emerging from the South Bronx in the 1970s and 80s.

Individuals with this strength might be described as:

- Original
- Imaginative
- Innovative
- Artistic
- Inventive
- Inspired

Individuals with this strength are likely to think, feel, or behave in the following ways:

- I'm consistently thinking of new ways to do things.
- I have a strong imagination.
- I like to daydream.
- Creativity takes courage. You have to be willing to look stupid.
- It's important to push the boundaries and try new things.
- I love seeing, reading, or listening to something original.
- I often have conflicting urges, thoughts, or feelings. Creating something new helps me understand them.

QUOTES ON CREATIVITY

"Others have seen what is and asked why. I have seen what could be and asked why not."

-PABLO PICASSO

"There is no innovation and creativity without failure."

-BRENE BROWN

"It's not about becoming safe. If anybody wants to keep creating they have to be about change."

-MILES DAVIS

"You can't use up creativity. The more you use, the more you have."

-MAYA ANGELOU

"I never made one of my discoveries through the process of rational thinking."

-ALBERT EINSTEIN