THE HEART OF CREATIVITY

Research Briefs and Reflections

Investment Theory of Creativity

Creative practitioners can adopt these ideas that may be new and, in some cases, unpopular. These ideas can be adopted and further developed into actionable opportunities.

Robert J. Sternberg described his "Investment Theory of Creativity" as the process of "buying low" or adopting new or potentially unpopular ideas, developing them and releasing them in innovative spaces, and consequently "selling high." Creativity is framed as a conscious choice and involves regular practice on both small scale and large-scale opportunities. To maximize this process, a number of personal resources can enhance creativity. Creativity demands that these resources are used purposefully, leveraging those that are a source of personal inspiration and creativity. These resources are in the domains of intelligence, knowledge, intellectual style, personality, motivation, and environment.

Reflection Questions:

- In which domain do you find the most inspiration?
- What skills are necessary to "buy low," or to support an idea that represents a new way of thinking that might not necessarily be endorsed by others?
- How can you support students or colleagues in leveraging creativity and developing new thinking and solutions to problems?

Key Points to Remember:

- Creative individuals tend to adopt ideas that may be out of favor, but can be developed creative ways.
- Creative educators and leaders take action by adopting and building ideas that can then be released ro accomplish broader goals.
- Six domains can be the source of inspiration and skills for creative educators and leaders. These are intelligence, knowledge, intellectual style, personality, motivation, and environment.

CALIFORNIA COUNTY SUPERINTENDENTS ARTS INITIATIVE

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http://www.robertjsternberg.com/investment-theory-of-creativity

https://might-could.com/essays/the-investment-theory-of-creativity/

https://creativesomething.net/post/118695852799/to-be-creative-is-to-decisively-use-these-six