



THE HEART OF CREATIVITY

Research Briefs and Reflections

The 4 P's of Creativity

Everyday creativity emerges from four domains: products, people, processes, and press.

Seminal research conducted by Mel Rhodes has served as a foundation for decades of subsequent study contemplated creativity and identified four core components of creativity. Rhodes found themes that overlapped and aligned together. These included **PEOPLE** (mental flexibility and sensitivity to problems and a propensity to redefine problems); **PROCESS** (motivation, perception, and learning); **PRODUCTS** (what is created when we take creativity into action); and **PRESS** (the interaction of the creative individual and his or her environment). These four domains provide a map for fostering creativity in educational settings through focus on the habits of mind and skill sets (people) that we bring to our work; the processes that we employ in learning or problem-solving (process); the creative actions that we take (products); and the ways that we create environments that are conducive to creative learning and doing (press).

Reflection Questions:

- How can you build creative skills that are reflected in people and processes?
- What helps to ensure that creative learning and solution moves to action and produces products that deepen learning?
- How does thinking about the four P's of creativity provide you different entry points into deepening your own creative practice?

Key Points to Remember:

- ★ Creativity begins with PEOPLE and what they bring to the creative endeavor.
- ★ Meaningful creativity requires action which produces PRODUCTS.
- ★ Educators and practitioners implement PROCESSES that encourage creativity.
- ★ We can implement strategies to encourage creativity in educational environments (PRESS).

Learn More:

<https://journals.sagepub.com/doi/full/10.3102/0034654318815707>

<https://medium.com/sparcit-blog/4ps-of-creativity-what-are-they-8e639423f5a1>

https://www.creativitypost.com/article/the_four_ps_of_creativity