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/spartic-blog/4ps-of-creativity-what-are-they-8e639423f5a1
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