

Beyond the Breed Myth

Discover your true creative potential

Creativity is a key skill in today's world. However, most of us have been tricked into thinking that only certain people under certain circumstances are creative. Understanding that in fact you **are** creative in an exceptional and personal way is the first step to discover your true potential.

Contrary to what most people believe, there is no evidence supporting a creative gene or personality type. In his book [The myths of creativity](#), David Burkus refers to these misconceptions as "The Breed Myth" and states that we all have the same ability to generate ideas and innovate. Professor Kathryn Jablow expanded on this concept and developed the [creative diversity model](#) which shows that we are all creative in different ways depending on four variables: level, style, motive and opportunity.

Creative level –

What is your knowledge, skill, and experience?

As David Burkus explains “all new ideas are built from combining older ideas”. There is no such thing as completely original and out of the box thinking. Your knowledge, skill and experience are the starting point of your creative process.

*Be open to new experiences. Try new things.
Read about new subjects.
Add new elements to your creative toolbox
every day.*

Being an expert, however, does not guarantee high levels of creativity. Burkus claims that “some level of expertise matters, but the most creative solutions come from those on the fringes of the subject area, who know enough to understand but not enough to block their creative thinking”. Creative experts should “cultivate outsider mindsets by constantly learning new fields and applying those new lessons to old problems”.

*Apply new knowledge to old problems and
make room for incubation time.*

**Creative style –
how do you prefer to approach change? Structured vs.
less structured approaches**

It is generally thought that an idea has to be revolutionary or radical to be creative. However, there is also another kind of creativity – an evolutionary, “in the box” creativity. It is less extreme but equally important as it represents the gradual improvement of existing ideas that lead to new insights. Both types of ideas are needed – the more evolutionary ones and the more revolutionary ones– because they are interdependent!

Dig deep in your area of expertise and follow your passion. Evolutionary ideas usually pave the way to breakthrough.

**Motive–
What motivates you to solve problems and change?**

Creativity is driven by intrinsic motivation. You can't force yourself into being more creative. Once you discover what you are passionate about, you'll unlock your creative potential. I strongly believe that this is the key behind the success of the [genius hour](#) and similar projects in education and business alike.

Find your passion= find your creative potential

Drive and passion are not always enough when trying to make a breakthrough. In his famous TED Talk, [Where good ideas come from](#), Steven Johnson shows that collaboration is also key for creativity to flourish. In [The Element](#), Sir Ken Robinson explains that when you find your collaborators (or as he likes to call them, your “tribe”) you find validation, inspiration, and the “alchemy of synergy.”

Find the right network of collaborators=
find more motivation

Opportunity–

Which opportunities interest and inspire you most?

Creativity involves risk taking. To unleash your creative potential you need to face the internal obstacles of self-doubt and fear of failure, not being good enough or disapproval that are holding you back. Moreover, it is vital to grab the chances in front of you and develop a growth mindset. Creativity is developed when you learn by doing and from your mistakes.

Fear is creativity’s worst enemy. Take small risks each day. Be prepared to be wrong. Learn from experience!

Follow up:

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