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Claudio Kogon

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Many trainers refer to creativity as an outcome of art forms, and when coming to speak about creativity, the fear of facing an activity in which “they have to draw their feelings” or “they have to move their bodies in the space according to...” just freezes them on the spot. But is creation only linked to the arts?

There are evident differences in how creativity is defined or understood. In some cases it is linked specifically to the arts, occasionally exclusively so. (...) In other formulations, creativity is seen as a more general human capacity that can be engaged in all, or many, fields of individual and social actions.

Robinson, 1997

Creation is an intrinsic part of our life. to be creative is a state-of-mind, is challenging yourself at any moment to face the reality from a different point of view, in search for another angle, different, not usually comfortable... because only when we put ourselves out of the comfort zone we will be able to

de-velop ourselves and grow.yes, fear again, with driving forces.

everyone can be creative, in every role in the society, in every job, in every profession.What is needed is to identify in ourselves the need to live life differently - every day in a new way, discovering, being active with all our senses, and not a passive spectator of life.

A...misconception is that creativity only hap- pens in particular sorts of activities, and especially the arts. (...) Creativity is not exclusive to particular activities; it's possible wherever human intelligence is actively en- gaged. It is not a specific type of activity but a quality of intelligence.

Robinson, 2001

This approach in daily life is intended to create new results, original ones (at least for us). results which will serve us to live in a better way and to enrich and facilitate it. To identify and pursue our goals, to develop ourselves as human beings and develop the community and the society at large.

Society has to acknowledge creativity as the driving force of it; creative individuals will foster the society, bringing it to more developed stages.

Industry and commerce want those ente- ring employment to show powers of innovation, initiative and application in solving problems and pursuing opportunities. (...) Creative thought and action should be fos- tered in all areas of education: in the arts they are central.

Robinson, 1999

How can we fight unemployment without creativity? young people have to be exposed to creativity and grow into it. creativity has to be developed from an early age as an approach. definitely, arts education could be one of the main vehicles, but not the main and only one.

So why be Creative?

- develops the capacity of adaptability and flexibility
- it is challenging
- it keeps us with all our senses on
- facilitates employment
- it is fun
- allows to create new realities
- develops ourselves and the society
- develops self-expression
- helps solves problems

- provides new perspectives
- develops communication skills

Can we be creative as trainers?

Yes it is a matter of decision, but is intrinsically connected to our way of life. As far as we will live our life in a creative way, our work as a trainer will be creative - a matter of coherence. But if we don't live our lives in a creative way, we fear changes.

Begin to be creative

Nurture Yourself

Do you read books?

Do you listen to music?

Do you walk in the nature?

Do you watch your neighborhood with other eyes?

Do you speak to people?

Find ways to nurture yourself from the different art forms (fine arts, performing arts) not only as a passive spectator but as an active person: write, dance, act.

Allow yourself, don't fear.

Walk in the nature, is the best creation ever, and be an active explorer.

Imagine

It is not only a famous song, but an act of human beings which allows them to create and experience realities, each person according to their own cultural background, personal characteristic and social context. It will bring you to a fantastic journey.

Find Sources of Inspiration

Identify your sources of inspiration and use them as a departing point when coming to create an activity.

Create

Begin from little things, set the table in a different way, try a new sandwich, walk your city in a different way, with the lenses of 'creativity'. And then, bring it into your training work.

Dare

Go ahead, try to find your own way, in personal as well as in professional life, there are no failures, just learning experiences.

Definitions of Creativity

Creativity, noun [mass noun] the use of imagination or original ideas to create something; inventiveness.

Oxford Dictionary

1. The quality of being creative;
2. The ability to create.

Merriam-Webster Dictionary

Creativity refers to the invention or origination of any new thing (a product, solution, artwork, literary work, joke, etc.) that has value. "New" may refer to the individual creator or the society or domain within which novelty occurs. "Valuable", similarly, may be defined in a variety of ways.

Wikipedia - the free encyclopedia

Imaginative processes with outcomes that are original and of value.

Ken Robinson in 'Out of our Minds', 2001

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