

Creativity

Complete the notes with a few words, according to the example (0).

Topic : How creativity can**solve difficult problems**..... (0) (Example)

About Mark Earls:

- Well-known in the (1) of creativity
- Award winning writer
- consultant on (2) and behaviour change
- written Influential books
- Fellow of Marketing (3)
- Ambassador for the (4)
- (5) in human behaviour and creativity and innovation

Creativity:

- It takes practice, like (6) a muscle
 - It is possible to it (7) , in a not encouraging environment
 - Sometimes in education we “ (8) ”
 - Steamco: puts back art/creativity into the curriculum
 - Teach how to adapt yourself to any situation (e.g..... (9)
 - Can be (10)
 - The more you do it, the easier it seems
 - Two parts:
 - Invention: (11)
 - Innovation: what can be done with it
- Nowadays we value invention (12) innovation.