

Reading: Creativity

1 Are these statements true or partly true? How? Or are they myths (stories that are false, although many people believe they are true)?

- 1 People are more creative when you offer them money for their work.
- 2 People are more creative when they work under time pressure.
- 3 Most people aren't very creative. Creative people are special.

2 Read the article below and find out if you are right.

3 Find words and expressions in *italics* in the article with these meanings.

- 1 something you receive for doing something good
- 2 worried
- 3 arrangements of shapes and colours
- 4 think of (an idea or answer)

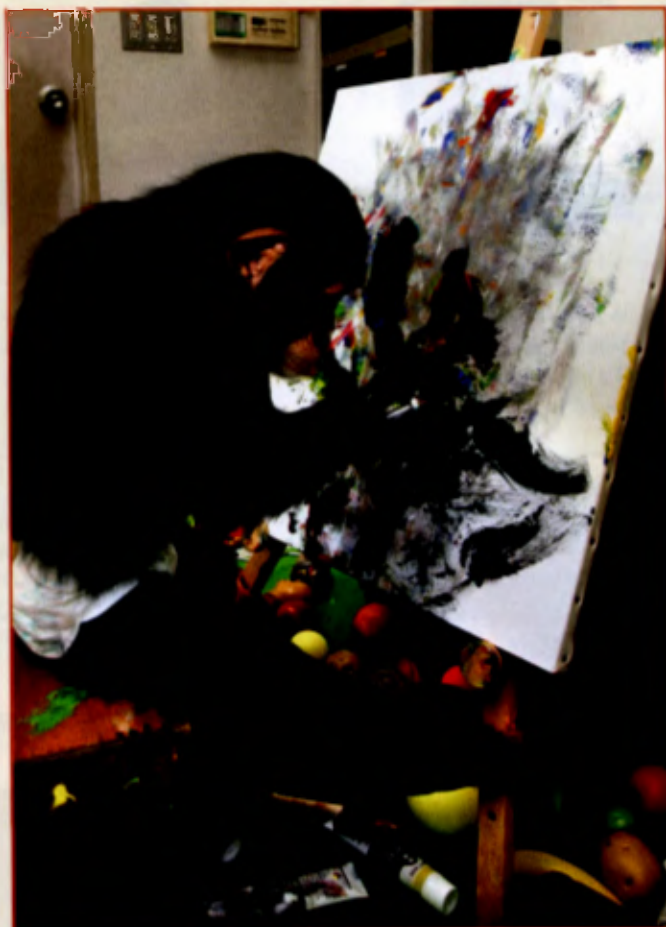
4 According to the article, can these things improve creativity? Write *yes*, *no* or *doesn't say*.

- 1 caring about your work _____
- 2 sharing ideas with others _____
- 3 getting a reward like money _____
- 4 having the right opportunity _____
- 5 feeling worried _____
- 6 being alone for long periods _____
- 7 having more time _____

5 What things could make you more creative in your work? And what about in your life outside work?

Creativity myths

SUCCESSFUL COMPANIES are creative companies where everyone has useful ideas. Employers need to encourage creativity in the workplace but there are lots of myths about it. Here are some myths that research has shown are wrong.



1 Money encourages creativity.

As part of his research into animal behaviour, the zoologist* Desmond Morris worked with chimpanzees who enjoyed playing with paint and making coloured *patterns*. When he offered them a *reward* for their work, they lost interest. People (and chimps!) are most creative when they care about their task and not about the money.

2 People are more creative under time pressure.

Researchers have discovered that people *come up with* their best ideas when they have time to focus. Sometimes it's not easy to pick up a pen and begin a job, and in that situation a deadline can help. But it only works when we've already had time to think. The *anxious* feeling that we have when our boss asks 'Have you finished yet?' doesn't help at all.

3 Most people can't be creative.

Researchers have found that anyone of normal intelligence can be creative in the right environment. Perhaps their bosses haven't given them the opportunity yet but everyone can have great ideas. Offer people the chance to try new things and watch them change the world.

zoologist: a scientist who studies animals and their behaviour