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### Summary of “How to be Creative”

The PBSoffbook video “How to be Creative” gives advice on how to be a better creative, explains the stages of creativity, and describes how collaboration can be powerful when used correctly. Creativity is not something you are born with, it is a process that is learned and practiced. A high capacity for uncertainty, the ability to chase down ideas even if they don’t work, and an understanding of how to get work done in a way that works for the creative are some of the key things one can do to practice good creativity. The stages of creativity are as follows; Preparation, incubation, illumination, and verification. Preparation involves learning lots of things, which uses parts of the brain related to executive function. Incubation involves “letting go” of the idea or task for a while and letting one’s mind to wander, increasing creativity when the task is returned to. Illumination is when all the connections the creative has made in the first two steps collide and reach the conscious mind and the work needed to realize a creative vision gets done. Verification involves refining what one has created to be received well by others and sharing it. Collaboration can make the creative process easier and can result in grander outcomes than if one were to work alone. This is because a lot of creativity comes from diversity of thought and life experience, meaning creatives should work with people who don’t think exactly like they do. Collaboration also requires creative maturity. Your ideas are not you and criticisms of your ideas are not criticisms of you. Creative maturity also involves knowing when to let go of your ideas and trusting those you are working with. The section on collaboration spoke to me the most as a programmer.