

How to build your creative confidence

with David Kelley - TED Talks



No creative confidence

Brian was making a horse out of the clay. One of the girl saw what he was doing and said to him: "That's terrible, that doesn't look anything like a horse." Brian never did a project like that again.



Fear of judgement

If you don't do things, you're afraid you're going to be judged. If you don't say the right creative thing, you're going to be judged.



Guided mastery

Albert Bandura had developed this methodology called "Guided Mastery" that cures phobias. David Kelley takes the same process to give back people's creative confidence. He wants to take people that had fear that they weren't creative and take them through a series of steps. Turning fear into familiarity.



Benefits

People who went through this process ended up having less anxiety about other things in their lives. They tried harder, persevered longer and more resilient in the face of failure.



Real-life story

Doug Dietz realized that children fears using his MRI scanning machine. He went through the treatment and redesigned the whole MRI process. A little girl came out of her scan and said "Mommy, can we come back tomorrow?"