Abstract:
Within this paper it is not the aim to explain the mechanisms of creativity, possibilities to measure creativity or to deliver a definition. Based on some experience based on personal involvement and a large number of case studies some conclusions will be presented. There are also a few critical remarks concerning creativity related practice as well as research. Creativity is a very complex topic! A differentiation between different kinds of creativity is required as well as an understanding of the dependencies between problem, situation, acting people as a minimum. Based on that a preliminary model may be established, which should serve formulating hypotheses for further empirical research. The outcome of this research may help to improve the model. Creativity is not just inspiration; it is hard work and should be supported by systematic procedures and methods.
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