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ESOL Examinations

# Creativity

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# Overview

- A creativity test
- What stops us being creative?
- Two creative tools:
  - Free writing
  - Brain writing pool
- Tackling a problem with these creative tools
- Tips for everyday creativity





# Are you creative?

**1 If you think of a rose in bloom do you:**

- a sniff
- b think of a poem about roses
- c write a poem about a rose
- d want to cut the rose

**2 Your dream is to be:**

- a an artist
- b very rich
- c travel around the world
- d to win a Nobel prize

**3 Your desk is:**

- a empty
- b a disaster area
- c untidy, but you know where everything is
- d tidy

**4 The person below you most admire is:**

- a Albert Einstein
- b Muhammed Ali
- c Mozart
- d Your mother

**5 You see yourself as:**

- a extremely creative
- b creative
- c a little creative
- d about as creative as a turnip

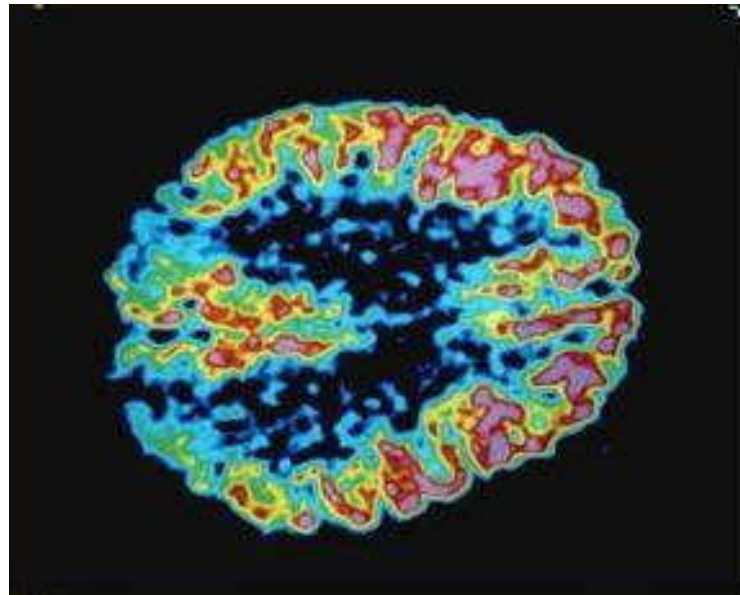
**6 You have new ideas:**

- a several times a day
- b several times a week
- c several times a month
- d once or twice a month




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# What stops us being creative?





# Creative tool nr. 1: Free writing

- 1 Take a large piece of paper (A3 if possible).
- 2 In the centre draw a circle and write the theme, if possible reduced to one word.
- 3 Write down anything that comes into your head connected with the theme. Thoughts, emotions – anything. No corrections!
- 4 If you can't think of anything, write "I can't think of anything!" or draw wavy lines.  

- 5 After 10 minutes, stop and read everything that you've written. Highlight anything that seems relevant to the issue.
- 6 Copy the interesting passages onto another sheet and think how they might be useful / developed further. If necessary, repeat the process with one of the new ideas.



# Free writing - "What is the problem between Madeleine and Gottlob?"

- studies to have doubts. Think it can be understood
- finds herself attracted to Tomi
- but still is a neurological researcher
- risk in libido
- need for comfort

Gottlob doesn't know how to think in images. He's not like Madeleine. He's not like I don't know.

Problem about Gottlob trying to adjust to 21st century demands for ROI for a subject which he does but misses justifiably.

What is the problem between Madeleine and Gottlob?

- framed & particularly à la Bataillon
- But also believes in its day-to-day relevance. Actually Gottlob is great ROMANTIC

What about Madeleine? She's about it. So she has been had a love. So she has been Tomi so romantic. She's not like Madeleine.

- not actually important - ed. quite needs to think - Chinese approach? Dr. Tang - the Tao is seen!

→ This line of action is broader - not really ready. You understand it all, there has to be a deep pool of African, right? Cause. Needs to express that somehow!

Gottlob is important. Not physical - philosophical. Unable to love her because of change of class?

In China Madeleine is Dr. Tang. He won't make love to her. She tells him. Gottlob understands. But he's convinced to take it. He wants to see her. He has to be important.

→ Is there a problem between Madeleine and Gottlob? → Philosophical note. He's not like Madeleine. He's not like I don't know. He's not like Madeleine. He's not like I don't know.

He's not like Madeleine. He's not like I don't know. He's not like Madeleine. He's not like I don't know.



## Brain writing pool

- 1 Select the theme to be dealt with. Form groups of 3 – 6 with a stack in the middle of meta-plan cards.
- 2 Each person takes a card and notes down his/her first idea relating to the theme. Passes card to the person on their right then takes a new card and writes down the next idea and passes it on.
- 3 Read the cards you receive from your left hand neighbour. Add additional detail to them or – if you are busy just pass them on to your right hand neighbour without looking at them.
- 4 If your card comes back to you and you can't extend it, put it in the ideas pool next to the pile of meta-plan cards.
- 5 Collect the group's ideas onto a pinboard and see what ideas have been generated.



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## Today's theme...

**How can I keep my  
Cambridge Business  
English Certificate  
students motivated  
over 18 months?**





# Tips for everyday creativity

- 1 Set aside time to be creative.**
- 2 Select your themes carefully. Choose ones that you've already tried to solve with conventional means.**
- 2 Be brave enough to try these tools with other people. Try working in creative teams.**
- 3 Carry a notebook at all times and jot down your impulses / thoughts/ reactions.**
- 4 Find a place where you can be creative and go there. Often!**



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# Things to read...

- **The creative thinking plan** – Guy Claxton and Bill Lucas (ISBN 978 1 4066 1425 1)
- **Innervation** – Guy Browning (ISBN 1 843 04002 6)
- <http://jrtschofield.blogspot.de/> - writing creative fiction