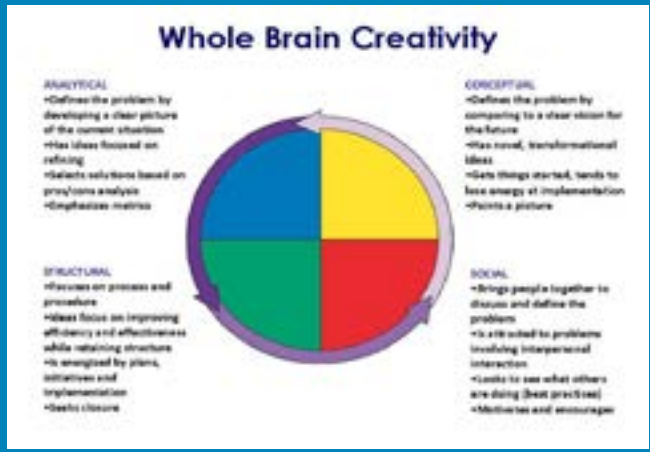
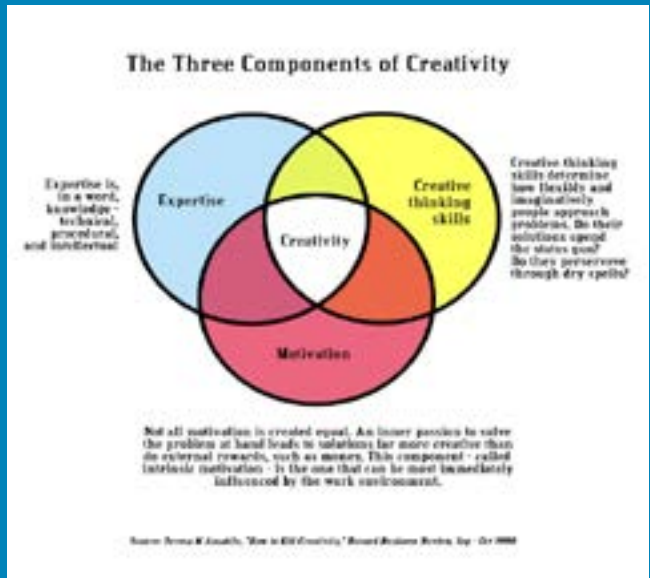




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MOTIVATION



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How do creativity and motivation connect?

- Extrinsic motivation can work synergistically with intrinsic motivation to impact creativity if:
 - there are rewards and recognition for creativity
 - the project goals are clearly defined
 - there is frequent and constructive feedback

- Intrinsic motivation enhances creativity
- Considering other perspectives promotes creative thought
- Work environment impacts motivation and thereby creativity
- Positive pressure can supercharge intrinsic motivation and creativity
- Curiosity and competence motivates one to investigate and seek creative solutions

- The combination of intrinsic motivation and taking other people's perspective is the best path to creativity. Extrinsic motivation generally demonstrates less quality in creativity, but it can be used in conjunction with intrinsic motivation.

(<http://www.apa.org/science/about/psa/2011/07/motivating-creativity.aspx>)

- Workplace environment impacts employee motivation, especially when not given a positive challenge, positive encouragement and support for work groups.

(<http://bear.warrington.ufl.edu/weitz/mar7786/articles/amabile%20ccal%20mgt%20review.pdf>)

- You can actually apply "good pressure" to encourage creative thinking. It should be optimally challenging assignment, one that requires sufficient creativity because a problem is presented that has yet to find a solution.

(http://blogs.hbr.org/cs/2012/04/balancing_the_four_factors_tha_1.html)

- "Perhaps because situations of competition often combine aspects of other "killers" of motivation and creativity, including expected reward and expected evaluation, situations of competition have been shown to undermine severely the task interest and performance of persons across the age spectrum."

Hennessey, B. (2010).. The Cambridge Handbook of Creativity (Cambridge Handbooks in Psychology) (p. 345). Cambridge University Press. Kindle Edition.

- "Creative potential is not fulfilled unless the individual (and his or her social support) is motivated to do so, and creative solutions are not found unless the individual is motivated to apply his or her skills"

Runco, M.A. (2005). Motivation, competence, and creativity. In A. Elliot and C. Dweck (Eds.), Handbook of competence and motivation, 609-623. New York: Guilford Press.

- "Persons who approach an activity, question, or problem with an intrinsic motivational orientation are usually propelled by a sense of curiosity"

Hennessey, B. (2010). The Cambridge Handbook of Creativity (Cambridge Handbooks in Psychology) (p. 343). Cambridge University Press. Kindle Edition.

- "The bulk of the literature linking motivation and creativity has taken the opposite approach – operationalizing creative behavior and the intrinsic motivation that drives it as the result of fleeting and situation-specific states."

Hennessey, B. (2010).. The Cambridge Handbook of Creativity (Cambridge Handbooks in Psychology) (p. 344). Cambridge University Press. Kindle Edition.

- "The delivery of a competence-affirming evaluation or reward or the expectation of an impending evaluation can sometimes increase levels of extrinsic motivation without having any negative impact on intrinsic motivation or performance."

Hennessey, B. (2010).. The Cambridge Handbook of Creativity (Cambridge Handbooks in Psychology) (p. 346). Cambridge University Press. Kindle Edition.



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