*I'm just now getting into paintings again and the stuff is
really beginning to flow. Grand feeling when it happens.*
-- Jackson Pollack

SPARK: CREATING "JUST BECAUSE"

Creativity is its own reward. Deep, profound reasons
are great, but not needed. Sometimes, it's enough to
create just because it feels good.

When people ask me how I (Philip) am doing, I love to
say, "Maahhhveelliiiis," just because I love the way
saying it resonates throughout my entire body. Even if
I'm grumpy, just saying "Marvelous" puts me in a great
mood.

I (Jennifer) saw a production of Coriolanus, starring
Christopher Walken. The show was highly stylized.
The men rode in on horses, miming being on horseback.
Christopher Walken played King Coriolanus. As he
strode across the stage, his walk was so commanding
that you could feel his royal heritage in every step.
"That is the best character work I have ever seen," I
thought.

I started renting other films featuring Christopher
Walken. As the main characters walk out of the factory
in the Deer Hunter, I was transfixed on Christopher
Walken walking in the exact same way he had in the
play. I burst out laughing.

Sometimes, what looks perfect for a particular moment
is perfect for all moments, just because it captures a
person's true essence.

What do you like to create, just because?

What right have I to hope to succeed? … I entered upon this career because I believed it was my vocation. I hope to succeed in it because I sense in myself the courage to persevere despite all obstacles I may encounter…. The love of my art was a passion in me which rekindled the fire in my veins.
I believe I have Genius.
-- Charlotte Bronte

SPARK: CREATING YOUR REALITY

When you're a woman in the 1800's, like Charlotte Bronte (see quote above), it's a big deal to claim that you have genius and that the world you've envisioned in your imagination is worth anything.

Amazingly, it's the world envisioned by Charlotte Bronte in her book *Jane Eyre* that has inspired countless film adaptations. It is because she envisioned a life as a writer that it happened. It is because she committed her words to paper that audiences are inspired, even today.

What is your vision for yourself and your creativity? Do you want to write a book? Research shows that over 90% of the population wants to.

Do you want to choreograph, compose, paint, sculpt, or express yourself in some other way?

Take a stand. Declare the vision you have for yourself and your creativity. Create your reality!

Creativity is the sudden cessation of stupidity.
   ■   Edwin Land

SPARK: ENHANCING YOUR EMPLOYABILITY

Did you know that your creativity actually increases your chances to get a better job? Employers look for highly skilled employees to compete in a high-performance, global economy. Two skills employers know that are important are thinking creatively and problem-solving. Where do you think you stand?

Take a few minutes and rate yourself and your skills in these two areas.

√   Thinking Creativity – Rate yourself in these areas on a scale of 1 (poor) to 10 (exceptional):

THINKING CREATIVELY	RATING 1-10
I generate new ideas.	
I use my imagination freely.	
I combine ideas or information in new ways.	
I make connections between seemingly unrelated ideas.	
I reshape goals in ways that reveal new possibilities.	

√   Solving Problems – Rate yourself in these areas on a
     scale of 1 (poor) to 10 (exceptional):

SOLVING PROBLEMS	RATING 1-10
I recognize that there is a discrepancy between what is and what should or could be.	
I identify possible reasons for any discrepancy.	
I devise and implement a plan of action to resolve the problem.	
I evaluate and monitor progress.	
I revise plans as indicated by findings.	

When you demonstrate proficiency in these skills, it
instills confidence in an employer.

If you rated yourself highly, then you're in great shape.
If you rated yourself lower, do you want to strengthen
those skills? What is the most easeful and fun way to be
more proficient?

Even now, as you've generated new ideas, you've
increased your creative thinking and problem-solving
skills.

By the way, what is your ideal job?