

“Building universes
out of nothing.”

**Danny
Sullivan**

“Copying smarter.”

**Lisa
Barone**

“Giving the world something
it didn’t know it was missing.”

**Daniel
Pink**

“Seeing something that
doesn’t exist and then
making it so.”

Hugh Howey

“Going to
unexpected
places.”

Shane Snow

What is Creativity?

“Tapping into your soul and your
intuition and allowing them to
guide what you make.”

**Bernadette
Jiwa**

“It’s our brains
doing what they do.”

**Michael
Grybko**

“Seeing the intersection
of seemingly unrelated
topics and combining
them into something new.”

**Brian
Clark**

“One part inspiration,
one part motivation.”

**Ann
Handley**

“Living in possibility and
abundance rather than
limitation and scarcity.”

CJ Lyons

“Interpreting something
you saw or experienced
and processing it so it
comes out different
than how it went in.”

**Henry
Rollins**

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“Taking what’s in front of you and everybody else and making something new out of it.”

Austin Kleon

“Seeing patterns that others don’t and effectively communicating them.”

David Meerman Scott

“Creativity (n): a word people use when they want to sound smart talking about a really abstract subject. Me? I prefer to avoid abstractions.”

Jon Morrow

“Creativity is expressing your ideas in a full-contact, full-color way.”

Pam Slim

“The strange partnership between a human being’s labor and the mystery of inspiration.”

Elizabeth Gilbert

“Just making something. It might be something crummy or awkward or not ready for prime time. If you make something, you are creative.”

Sonia Simone

What is Creativity?

“Seeing and communicating ideas in ways that are unique, compelling, and unexpected.”

Lee Odden

“Creativity brings good things in the world that otherwise would not exist. It’s a noble act of pushing back darkness and giving hope to despair.”

Jeff Goins

“This might not work.”

Seth Godin

“The ability to connect the seemingly unconnected and meld existing knowledge into new insight ...”

Maria Popova

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