



DIVISION OF
Arts and Sciences

Arts and Sciences Division
900 N. Portland Avenue, LRC 331
Oklahoma City, OK 73107
P: 405.945.6718
www.osuokc.edu

Dear Arts & Sciences Students, Faculty, and Staff:

Hello, I am Jason Stone, the Division Head of Arts & Sciences at OSU-OKC. Let's continue our conversation about your future. I am delighted that you chose to invest in yourself and attend to the next video in our series about the Habits of the Mind. The Habits that we are stressing in this video are creating, imagining, and innovating.

3M is one of America's most creative and innovative companies. 3M invented many products that you use every day, like Post-Its, smart phone screens, screen protectors, and duct tape. 3M is not looking to invent the next big thing. They are looking to invent 15 of the next 100 important, small things. 3M's organizational culture values creativity. The talented leaders at 3M allow their engineers to spend at least 15% of their time creating products, developing new applications for old products, or to pursue their own ideas. The important take-a-way from these facts, are that it takes time to be creative and innovative.

Robert Sternberg & Todd Lubart wrote a book in 1995 called *Defying the Crowd: Cultivating Creativity in a Culture of Conformity*. The book specifically takes aim at statements like, "I am just not very creative." Creativity is not innate. Rather creativity involves leveraging our individual creativity resources: intelligence, knowledge, thinking style, personality, motivation, and the environmental context. Many of the variables in the above list are not things that we can control; however, some are controllable. As employees we control our knowledge, our thinking style, and our motivation. As employers we can control motivation and environmental context. Seemingly, if you or your organization is not demonstrating enough creativity, that can be changed by tweaking the variables that produce creativity.

With regard to our thinking styles, Harvard Professor Dr. Teresa Amabile has some great advice. She recommends in her 1997 article published in the *Journal of Creative Behavior*, that individuals cultivate habits of:

- Being playful
- Breaking down organizational norms
- Being independent
- Tolerating ambiguity
- Questioning assumptions
- Seeking novelty
- Making Models
- and Concentrating

As a thought experiment, try to generate as many meanings for the word **"HOT DOG"** as you can. Your level of creativity might surprise you.

Please join me and attend to the other videos in this series. Invest in yourself and your future. Attend to your thinking habits. Your mental habits will determine how far you go. Thank you for your time and attention.



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Have a great day and "Go Pokes!"

Jason Stone
Division Head, Arts & Sciences
LRC 332
Phone: 405.945.3296
Email: esto@osuokc.edu