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Connecting the Dots:

Applying Creative Thinking Strategies
to Expand Agricultural Research

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Creativity is Perspective

Photo 1:
Candle stand and two faces.

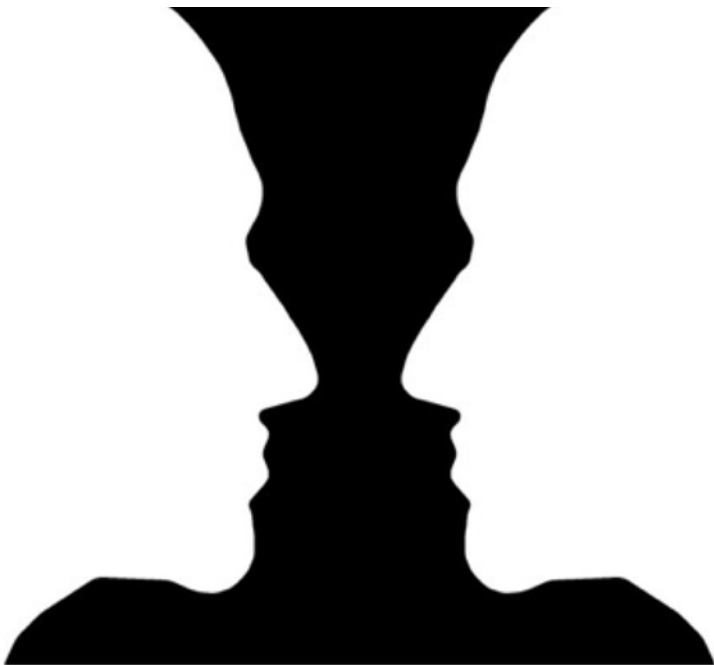


Photo 2:
Woman's face and
Man playing saxophone.

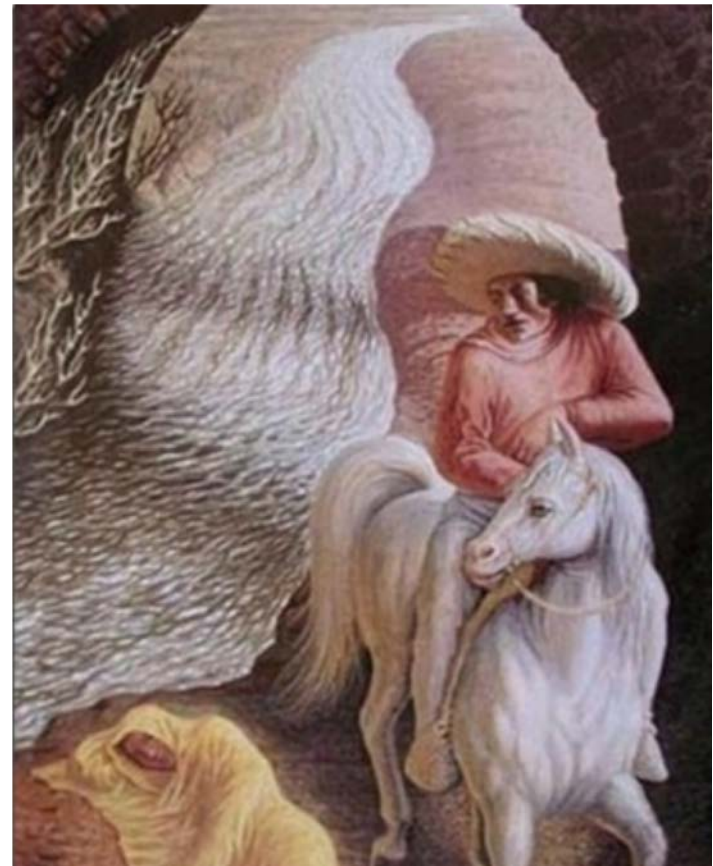


Creativity is Perspective



Photo 1:
Young lady
looking away &
lady looking down.

Photo 2:
Old man looking
right and man
on horse.



Your turn!



Creativity Crisis



What is creativity?

× Is a process (Torrance, 1995).

“Creativity defies precise definition...Creativity is almost infinite. It involves every sense – sight, smell, hearing, feeling, taste and even perhaps the extrasensory. Much of it is unseen, nonverbal and unconscious. Therefore, even if we had a precise concept of creativity, I am certain we would have difficulty putting it into words.” -- Paul Torrance



Teaching Creative Thinkers

- × Abstract thinking—improves innovative & critical thinking.
- × Connect & make relationships between objects, phrases, concepts, or ideas.



Creativity in Scientific Writing

- × Scientific-writing course in Summer 2018.
- × Creativing thinking strategies:



Drawing Connections

Connect & Relate



Audience Analysis

Connecting Dots



Outlines



Making Connections

- × As the course progressed, challenges became more difficult.
- × Students had to seek solutions and defend connections.
- × Agriculture—Course—Writing—Paper—Section





Application to Agriculture

Creativity in Scientific Writing



- × P01 - “This abstraction represents our job as agricultural communicators. Often the content is there, we just need to find how to *make the picture pretty.*”

Creativity in Scientific Writing

- × P03 - “I thought science was hard. I just realized I wasn’t looking at it through a lens I understood. *I needed to find the connection.*”

Creativity in Scientific Writing



- × P02 - “Writing is not as *intimidating* as it used to be. We are *connectors*.”

We make connections in content, in people, and in the world.”

Creativity in Scientific Writing

- × P01 - “This was the best class I have taken. Ever. Thank you for *facilitating* our learning beyond the classroom.”

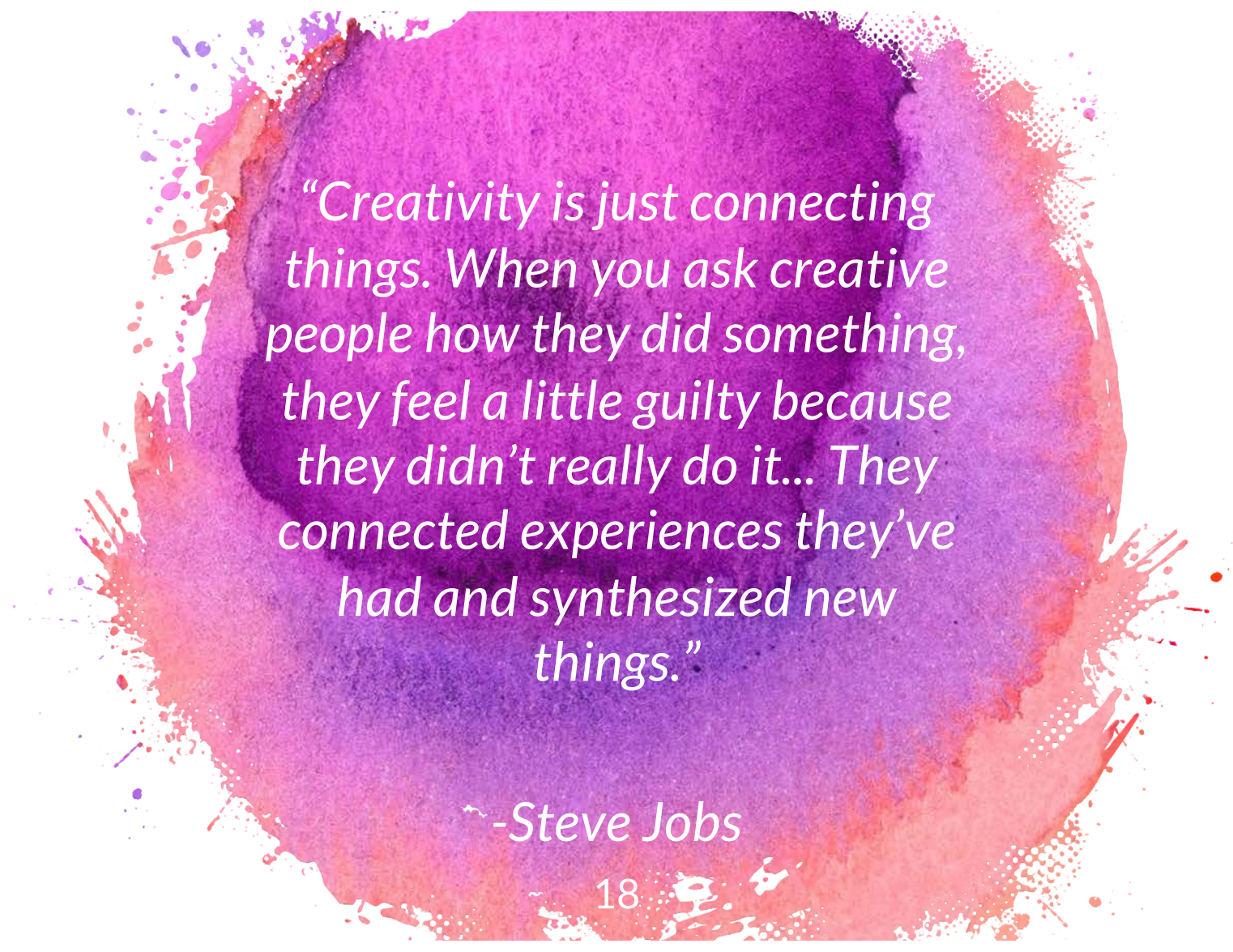
Application

- × Scientific writing does not need to be scary.
- × Connections increase creativity and build confidence.
- × Seek ways to create connections.



Creative Musings

1. You are creative.
2. Creativity is work.
3. You must go through the motions.
4. Your brain is not a computer.
5. There is no one right answer.
6. Learn to think unconventionally.



“Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn’t really do it... They connected experiences they’ve had and synthesized new things.”

-Steve Jobs

Questions

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Thank you!



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