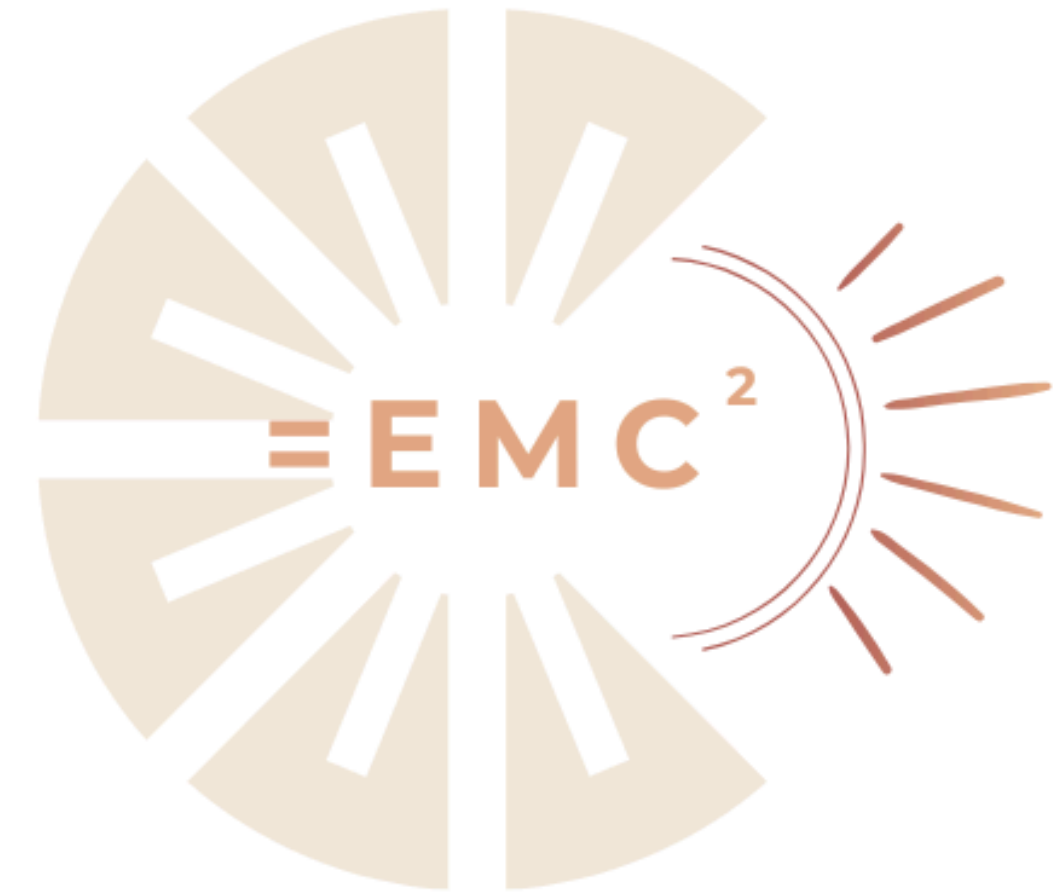
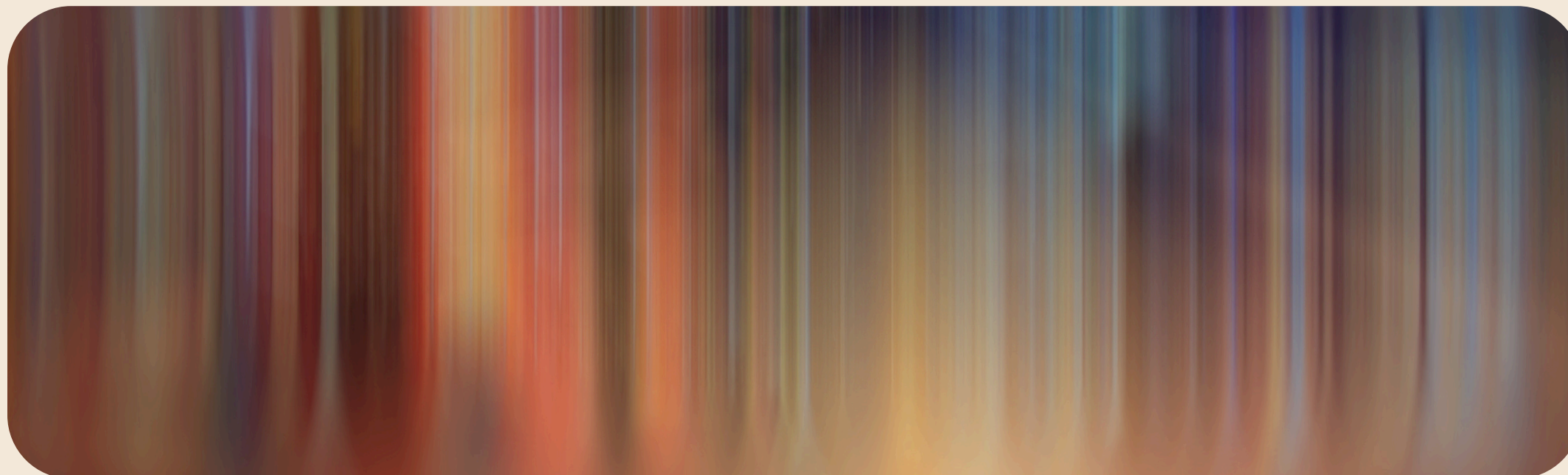


Exploring the concept of creativity as an energy

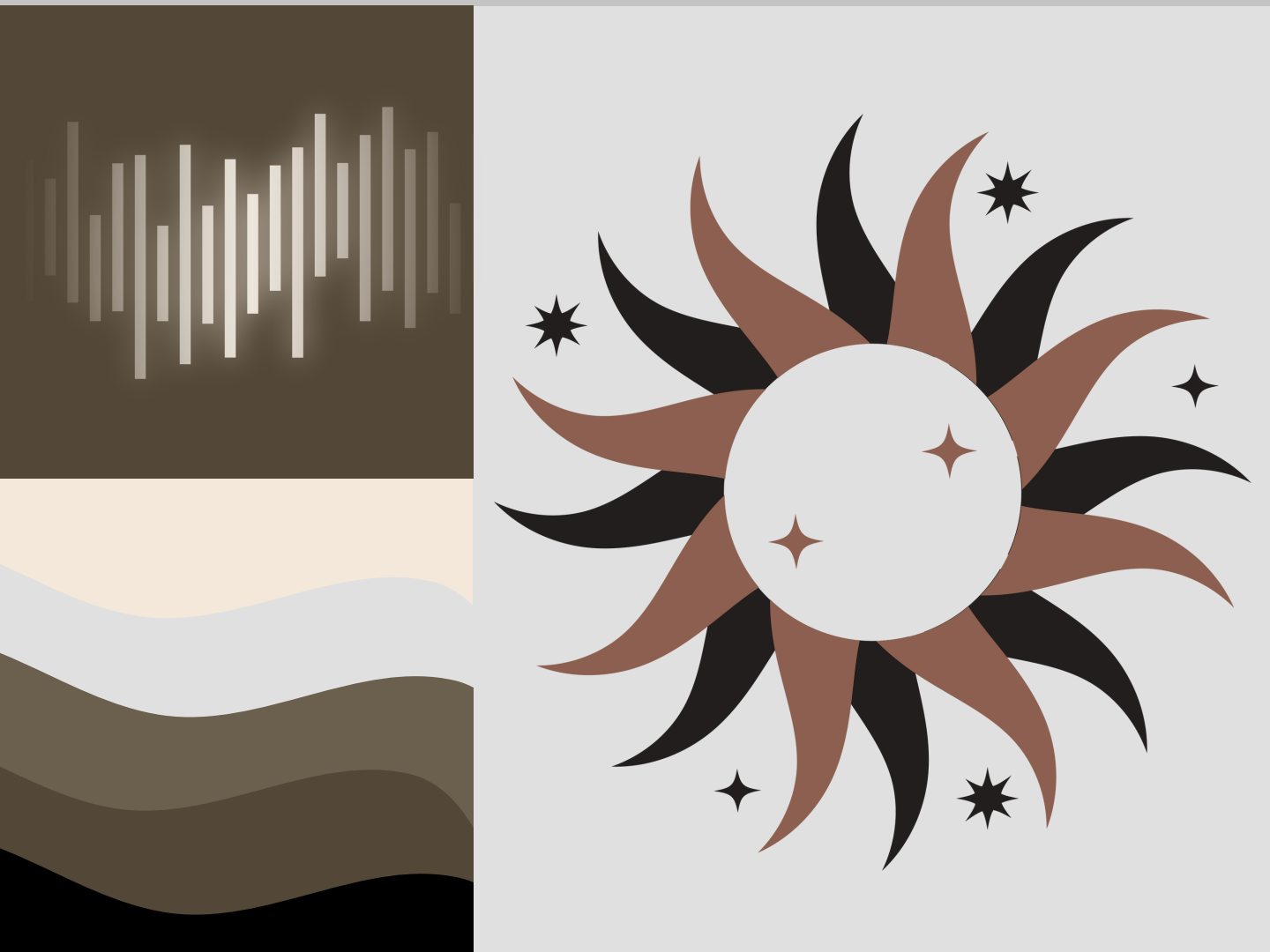
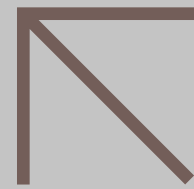
The Creative Energy Equation Explained



The essential elements
for enlivening creative
energy

Developed by
Belinda Tobin

Creativity As Energy



Energy powers everything in the universe

Energy is the ability to do work or cause change. It exists in many forms—such as heat, light, motion, and electricity- and powers everything in the universe, from maintaining all life to moving planets.

Creativity is an energy

.Creativity is an ability to do work, where the work is developing new and valuable ideas, expressions or inventions.

.It has the ability to cause change.

In fact, creativity has been the cause of every single significant shift we have ever seen in society.

Creativity is ever-present and infinite

If we think about creativity as an energy, then we must also allow ourselves to contemplate that it is infinite, ever-expanding, and indestructible.

Creativity is activated under certain conditions

Viewing creativity as an energy transforms it from a rare talent or a trait reserved for 'creative types' into a universal force that is always within reach, for everyone, everywhere.

All it takes is the right conditions for it to be activated.

Creativity As Energy

Creativity shares the same fundamental qualities as all of the energy around us.

Transform -ative

Energy drives change, altering states, materials, and conditions.

Creativity transforms ideas, individuals, and societies

Transfer- able

Energy moves between systems, objects, and environments.

Creativity spreads through collaboration, influence, and shared ideas, transferring across people, cultures, and industries.

Conserved

Energy changes form but always persists, following the principle of conservation.

Creativity never disappears; it evolves, adapts, or builds up until expressed.

Has multiple forms

Energy exists in various states such as kinetic, potential, thermal, electrical, etc

Creativity takes many forms—art, science, storytelling, problem-solving, building relationships and collaboration.

Requires activation

Energy needs an initial force or trigger to be released.

Creativity, like energy, needs a spark—curiosity, challenge, or inspiration—to be set into motion.

“Creativity is not an exclusive trait of a select few, but a universal potential present in all individuals.”

~ Ellis Paul Torrance

“It is easier to enhance creativity by changing conditions in the environment than by trying to make people think more creatively.”

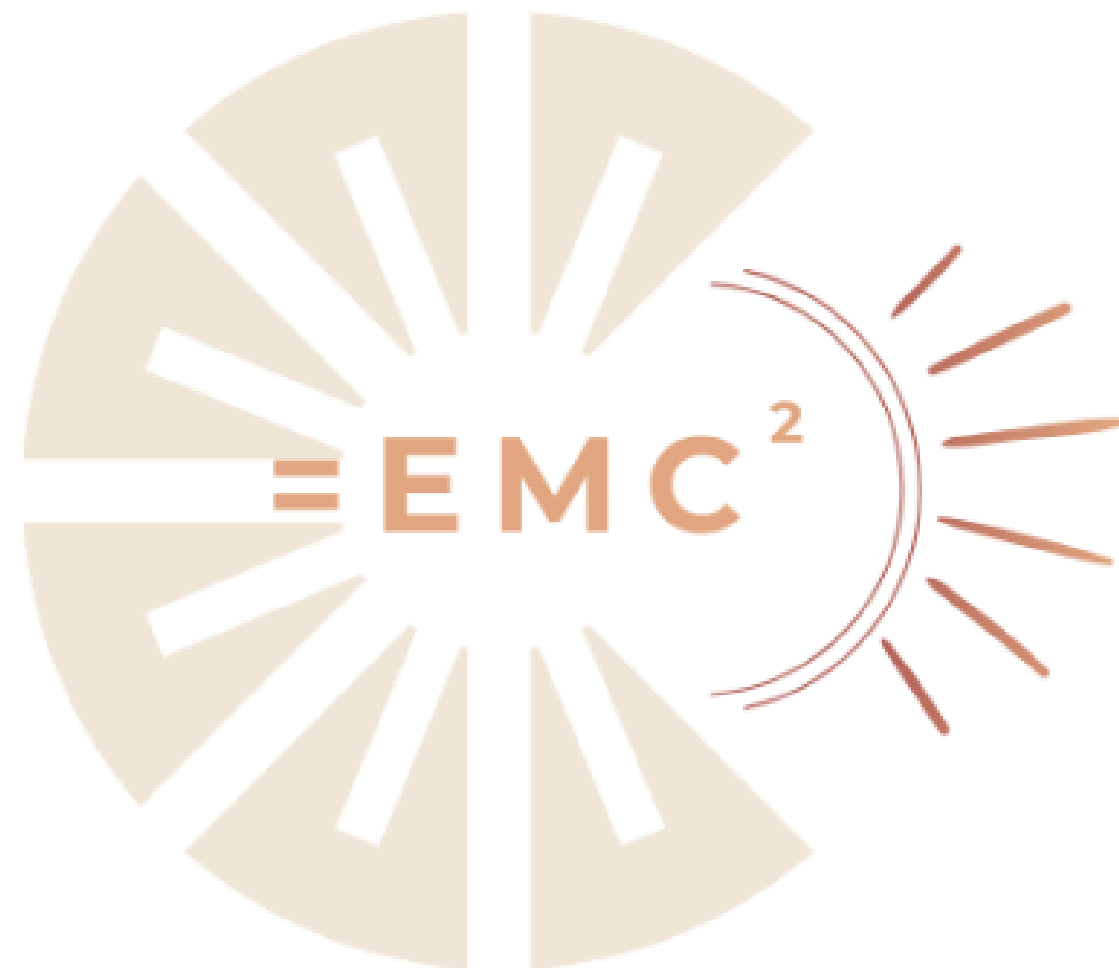
**~ Mihalyi
Csikszentmihalyi**

The Creative Energy Equation

Shows the conditions under which creative energy can be activated and the supports required to sustain it.

$E=mc^2$ (Einstein's equation) unlocked the power of the universe, showing how, with the aid of light, even the tiniest amount of mass could unleash a massive amount of energy.

The ***Creative Energy Equation*** shows how the combination of human emotion, meaning and connection can enable access to an astronomical creative power.



The Creative Energy Equation

The elements that work together to activate and sustain creative energy.



Emotion

Emotions drive action

Confidence + Courage

Research shows people in a positive emotional state are able to be more creative. However, the courage it takes to process difficult or distressing emotions also creates great power.

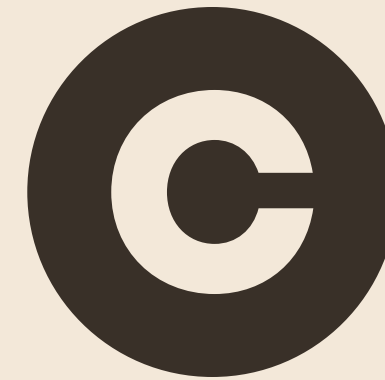


Meaning

Purpose provides focus

Creates intrinsic motivation

We find ingenuity when we truly believe in the importance of what we are doing. Meaning helps us conquer fear, find the courage to be our authentic selves and overcome obstacles to our desired outcomes.



Connection

With self and others

Authenticity and diversity

Creativity comes from celebrating your uniqueness. This requires a deep awareness and insight into our own behaviour and goals. When we connect with others authentically synergies an spectacular results are possible.

Emotion

Emotion is a coordinated response—felt in mind and body—to events we find personally meaningful, shaping our thoughts and actions.

Positive Emotion Fuels Creativity:

- Teresa Amabile's landmark research demonstrates a clear, linear relationship between positive emotional states and creative output in organizations.
- Positive affect broadens cognitive flexibility, increases the number of ideas generated, and fosters novel associations.
- Time-lagged studies show that positive emotions often precede creative breakthroughs, and creative work can, in turn, generate further positive emotions.
- Positive mood leads to more unusual (but still appropriate) ideas and solutions, as well as greater willingness to explore new possibilities

Amabile, T. M., & Pillemer, J. (2015). Creativity.
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Emotion (cont'd)

Beyond the "Happy Myth":

- While positive emotions enhance creativity, creativity is supported not only by positive emotions but also by environments that help individuals process distressing or uncomfortable emotions.
- Psychological safety and support for emotional processing are crucial for creative risk-taking and resilience.

Creative energy is released in the movement away from force emotions (such as shame, guilt, fear, anger and pride) and towards those that empower a person (courage, willingness, love, joy and peace).

Meaning

Meaning is the sense of interest, challenge, significance, purpose, or value that individuals attribute to their experiences, actions, or existence, and which provides motivation.

Purpose-Driven Creativity

Creativity flourishes when individuals connect their work to personal or societal significance.

- Amabile's Componential Theory: Intrinsic motivation (passion for the work itself) is the strongest predictor of sustained creative output.
- Self-Determination Theory: Autonomy, competence, and purpose are critical for unlocking creative potential.

Value Creation

- Creativity aligned with meaningful goals produces solutions that resonate deeply.
 - Example: The NHS asthma inhaler redesign improved user compliance by 70% by prioritizing patient dignity and ease of use.
 - Research: Individuals who view creativity as a tool for social impact report 30% higher persistence in challenging projects.
-

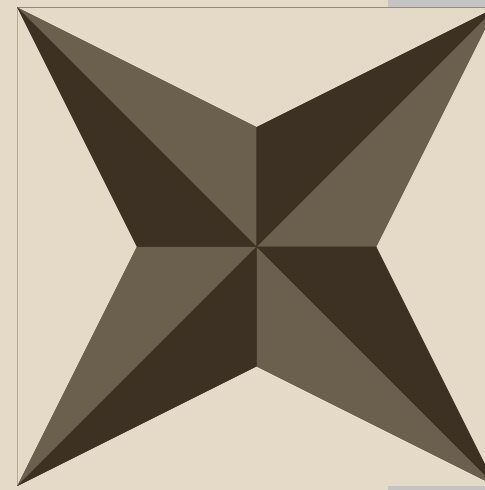
Mechanisms

- Cognitive Alignment: Meaning focuses creative energy on problems that matter, reducing distraction and enhancing flow.
 - Legacy Mindset: When creators see their work as part of a larger legacy, they take bolder, more visionary risks.
-

“The secret to amazing performance is empowering talented people to succeed at meaningful work.”

Connection With Oneself

Exploring the balance of art and science



Self-Awareness & Insight:

Awareness of our own beliefs, emotions, and behaviors is a fundamental pillar of authenticity. When we understand and master these inner dynamics, we are empowered to let our unique selves shine.

Authenticity Fuels Originality:

Authentic self-connection increases our ability to generate unique ideas, processes, and products—creativity that is truly our own.

Research Insight:

Studies show that individuals with high self-awareness and self-acceptance are more likely to take creative risks and produce original work.



Connection With Oneself (cont'd)

Inner Compass:

- Recognizing internal signals (thoughts, emotions) guides creative flow and helps us navigate challenges with resilience.
- Knowing and acting in alignment with our values makes the meaning that fosters creativity.

Mind-Body Alignment:

- Practices like mindfulness and reflective journaling enhance access to intuitive insights and foster creative breakthroughs.
- Creativity is an embodied phenomena and being connected to our bodies can provide a wealth of inspiration.

"Research suggests that when we see ourselves clearly, we are more confident and more creative. We make sounder decisions, build stronger relationships, and communicate more effectively." ~ Tascha Eurich, Harvard Business Review.

"There's room for everybody on the planet to be creative and conscious if you are your own person. If you're trying to be like somebody else, then there isn't." ~ Tori Amos

Connection With Others

Connection with others is the process of building collaborative relationships that foster the exchange of ideas, perspectives, and support-enabling creativity to flourish through shared insight and collective energy.

Collaborative Synergy:

- Diverse teams produce 50% more original ideas than individuals.
- Cross-disciplinary engineering teams solved complex problems 2x faster by integrating varied expertise.

Social Identity and Trust:

- Creativity thrives in environments where team members feel psychologically safe to share unconventional ideas.
- Teams with high empathy and equal participation outperformed others by 40% in innovation metrics.
- Positive feedback loops in teams amplify creative confidence and risk-taking.

Network Effects:

- Exposure to diverse perspectives triggers “associative leaps” in thinking, a hallmark of breakthrough creativity.
- Professionals with broad social networks are 3x more likely to patent novel inventions.

Connection With Others (cont'd)

The AI Challenge:

- As reliance on AI for idea generation and information filtering increases, there is a growing risk that creativity will “flatten”-with outputs becoming more homogenous, predictable, or derivative.
- Recent studies (Gruner & Csikszentmihalyi, 2023) warn that algorithmic curation can limit exposure to diverse, unconventional, or serendipitous ideas.
- Human connection is now more imperative than ever: Engaging with people from different backgrounds, disciplines, and cultures is essential for delivering truly new and valuable ideas that AI alone may not surface.

“In a world where AI is filtering ideas and decreasing diversity, creativity’s edge belongs to those who can connect, challenge, and exchange inspiration without an artificial intermediary.”

C=EMC²: Research in Action



- Decades of research have explored what sparks and sustains creativity, spanning foundational studies, educational and organizational contexts, and the psychology of creative flow.
- The field has matured into an era of systematic reviews and meta-analyses, synthesizing insights from hundreds of studies to clarify what drives creative potential.
- Despite this wealth of academic knowledge, a gap remains: most people and organizations struggle to access and apply these insights in practical, everyday ways.

The C=EMC² equation bridges this gap-distilling decades of research into a simple, actionable model that empowers individuals and organizations to activate and sustain their creative energy.

Resources and Further Reading

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For more information



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