

Ken Robinson: Creativity & the Imagination <http://www.wobi.com/wbftv/ken-robinson-creativity-and-imagination>

IMAGINATION

Imagination is the power to bring to mind things that aren't here in the present, things that aren't available to your senses. With your imagination you can revisit the past. There is not a single past, there are many possible ways of rethinking the past.

You have the ability to put yourself into other peoples positions, to empathise, to see it in their minds eye. And you can visit the future, not a single future, but many possible futures. You can envisage various possibilities of the future.

Imagination is the wellspring for creativity.

CREATIVITY

Creativity is a step on from there. To be creative you have to do something. It's a very practical process. Creativity is essentially about putting your imagination to work. Creativity is applied imagination.

Creativity is about making connections, about seeing relationships, about opening up new possibilities.

Creativity is the process of having original ideas that have value.

INNOVATION

Innovation is the third term, and that is putting good ideas into practice.

You can't go straight to INNOVATION, to innovate you have to have a process of CREATIVITY and to have that you have to be able to foster and inspire your IMAGINATION.

Ken Robinson: Culture of Innovation <http://www.wobi.com/wbftv/ken-robinson-conditions-culture-innovation>

Ken Robinson: Defining Creativity <http://www.academybridge.com/24h-business-school/defining-creativity/>

IMAGINATION IS MORE IMPORTANT THAN KNOWLEDGE

Here's the quote in context:

“At times I feel certain I am right while not knowing the reason. When the [solar] eclipse of 1919 confirmed my intuition, I was not in the least surprised. In fact I would have been astonished had it turned out otherwise. **Imagination is more important than knowledge.** For knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to evolution. It is, strictly speaking, a real factor in scientific research.”

(From A. Einstein, Cosmic Religion: With Other Opinions and Aphorisms, p. 97 (1931)).

<http://manyworldstheory.com/2012/11/26/einsteins-imagination-is-more-important-than-knowledge/>

Imagination Strategy _ MIT Media Lab <http://www.academybridge.com/24h-business-school/imagination-strategy/>

NOT EVERYTHING THAT CAN BE COUNTED COUNTS AND NOT EVERYTHING THAT COUNTS CAN BE COUNTED _ Albert Einstein