

The Science of
CREATiMiTY
For Design Ops

Creativity

Are You Creative?

Investing in Creativity



Originality & Effectiveness

(Runco & Jaeger, 2012)



drkarlkjefries.com









A black and white photograph of a person's hands running through their hair. The hands are positioned on either side of the head, with fingers interlaced through the hair. The lighting is dramatic, highlighting the texture of the skin and the strands of hair. In the center of the image, the text '5x' is overlaid in a large, bold, white sans-serif font. The '5' is on the left and the 'x' is on the right, both appearing to be superimposed over the hair and hands.

5x

CREATiMiTY

