Reflections on Creativity
By Louise Diamond

Creativity is about accessing the realm of infinite potential and bringing possibility into form.

*Infinite* – No end, no beginning. Vast beyond imagination or cognition. Unquantifiable.


Infinite potential is the natural state of the universe. It is the All. It is collective consciousness to the highest degree. It is the One from which all variety manifests. It is the unformed, the inchoate, the ineffable, unchanging, pure energy before manifestation. Some call it the realm of ideas or ideals. Some call it the Great Mystery. Some call it God.

Change artists and agents must be able to access the realm of infinite potential with grace and ease, for it is the source of change, the energy for movement, and the pool from which ideas, solutions, meaning, and actions are drawn.

We access the realm of infinite potential through: intuition, inspiration, aspiration, imagination, dreams, wonder, meditation, mysticism, and play. (See Exercises for Accessing Potential) We translate what we find there into meaning, language, form, and action. (See Translating Potential Exercise)

We ‘download’ or manifest possibilities from the realm of infinite potential through listening, thinking, sensing, feeling, analyzing, deciding, choosing, declaring, energizing, shaping, designing, concretizing, expressing through various media, and more.

Different types of thinking:

- Expansive (also called divergent, elaborative) – when the mind explores a broad range of possibilities.

- Lateral – when the mind cuts across established patterns to change perception through exploring facts, intuition, judgment, benefits, alternatives, and process.

- Metaphoric – when the mind makes the strange familiar and the familiar strange.

- Synthetic – when the mind makes links among different possibilities, creating a new whole different from the sum of its parts

- Critical (also called convergent) – when the mind analyzes the outcomes of various possibilities.