

Public Speaking
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Lecture: 53
Role of Creative Thinking in Public Speaking

Welcome back to NPTEL online certification course on Public Speaking. My dear friends, by now you are in a very comfortable situation to understand on the realities, the needs, the requirements, and also your efforts which will commingle to make you an effective speaker--- whether it is for giving oral presentations ,giving speeches, participating in debates participating in group communications.

And for all these participations the several requirements that we have been discussing in the previous lectures. Now we are in a position to understand the nitty-gritties but equally important is to understand that every public speaker is actually a creative thinker. Now, you might all be thinking that is creative thinking also an important ingredient of a public speaker? And my answer to this will always be in the affirmative, my dear friends. So, today's lecture has been titled as the role of creative thinking in Public Speaking.

After discussing this role of creative thinking in Public Speaking you will perhaps gain more confidence and your confidence will come to such a situation where every moment you will be bubbling as to when you get the opportunity to deliver a speech or a presentation a talk or initiate a conversation, a negotiation or participating or attending an interview.

Now, but then one question that might crop up in your minds is that if creative thinking is a necessary requirement for public speakers, first we should try to understand what actually is meant by creativity. The word creativity can be considered to be an all-encompassing word which actually has so many things. Say for example, if I ask you to give me the names of some creative people or some people whom you think can be considered to be a model of creative thinking.

Naturally your mind will completely be full of so many names---- Name of or people who have some way or the other been very successful in their profession. And you know why they have been successful it is only because of their creative thinking. Now in this regard, I am actually reminded of a beautiful poem where the poet says:

Two roads diverged in a wood, and I—

I took the one less traveled by,
And that has made all the difference.

My dear friends, you too, will at times come to such situations where you have a doubt as to which path to follow, which way to go, and then it is actually your creative thinking that will help you understand the better path and will help you follow that path to make you somehow or the other different. Now, let me begin this lecture with a beautiful quote by Maya Angelo I think this name you are quite familiar with. We have referred to this name in the previous lectures as well. Now Maya Angelou says---

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“You cannot use up creativity. The more you use, the more you have.” So, creativity is a process. Creativity has to be used and how you will use and what actually are the parameters of measuring creativity. And how it can finally help you become a creative thinker that actually is the aim of this lecture. Now just if we use the word creative thinking, so many images flash.

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Creative Thinking

- ❖ If creativity is the ability to create something novel, creative thinking implies novelty of thoughts and ideas.
- ❖ Creative thinking offers a different perspective towards an issue or a debate.
- ❖ Creative thinking becomes integral to be successful in writing and speaking domains.
- ❖ Creative thinking has two main components to satisfy:
 - Originality: The ideas generated should be first of its kind.
 - Functionality: It should be applicable and should show degrees of usefulness.



So, many images appear before us, because by creativity most of us believe that it is actually to think something novel, something stupendous, something which is different from others, something which is unusual, something which is innovative. So, creative thinking implies novelty of thoughts and ideas. If today we are making use of this facility, where I am delivering my talk and many of my learners are actually listening to my ideas, my experiences.

It again is a result of the creative thoughts of some people. I mean, most of the scientists, doctors, engineers, entrepreneurs, revolutionaries -----all these people have been so because of their creative thinking. Now, what actually are the benefits or advantages of creative thinking. Creative thinking actually offers a different perspective, something that is innovative will have to be different.

So, towards any issue or any topic you will find that a creative thinker will provide a different perspective. Creative thinking becomes integral to be successful in several domains and writing and speaking are also not an exception to. There are actually two main components to satisfy when we talk about creative thinking. First, is one must have an original idea, originality, fine?

So, the idea that is generated in you should completely be new and then functionality. It is not only that because your ideas are only original, when we say our ideas are new, novel. So, many ideas can come to us but how useful those ideas are to the society that is actually very important. So, what lies in becoming creative is the functionality of it. How it is applicable, how it is usable and what sort of usefulness does it show to the society at large.

Otherwise every now and then you know if you are just being silent for a while, you will find that so many ideas will come to you what are all these ideas creative and even if they are creative according to your definition of things then you also have to understand how far are they important, significant useful to the society. Now, in this regard two terms that often come across our minds are creative thinking and critical thinking.

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Critical and Creative Thinking	
Creative Thinking	Critical Thinking
Divergent	Convergent
Employed to create something new and original.	Employed to assess, evaluate and solve something that already exists.
Usually defies accepted principles and systems.	Mostly adds on and applies to the established setup.
"Although creative and critical thinking may very well be different sides of the same coin they are not identical." - Barry Beyer	

Now where is the basic difference? So, here you can find that when we talk about creative thinking, you will find that the ideas are divergent, the views will have to be divergent, it will not at all be conventional, fine. It does not offer too much of criticism rather the ideas are original they actually defy, they actually challenge, accepted principles and systems whereas in critical thinking, you actually try to assess evaluate measure something or any problem that already exists.

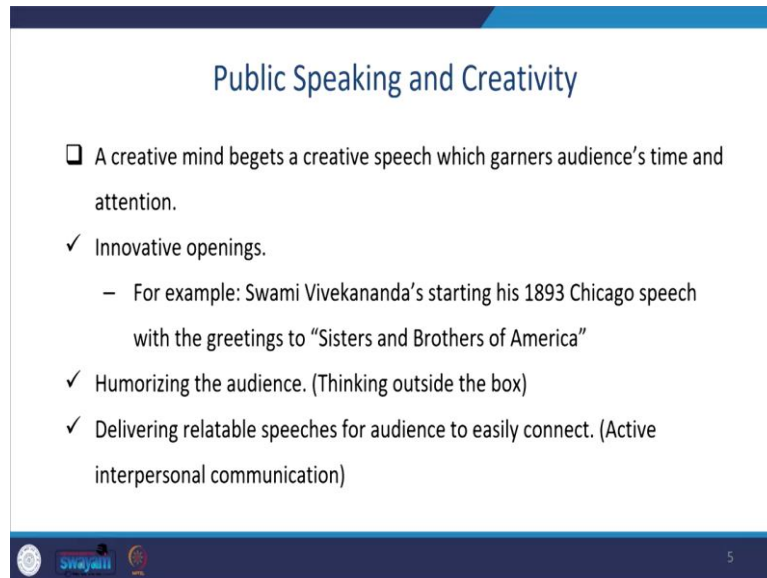
So, there is no room for any change. Now, mostly critical thinking adds on and applies to established set-up but then creative thinking challenges the established norms. Here a quote by Barry Beyer is worth mentioning and that is---“ Although creative and critical thinking may very well be different sides of the same coin they are not identical.” So, you will find that at times we use them in such a way as if they were identical but then they are not identical.

Now as I mentioned in the beginning of this talk do you really think that creativity had some scope in Public Speaking? Yes, my dear friends, as a public speaker you have different challenges you actually have to face numerous situations and you not only have numerous

situations you have audiences who are of different natures different behaviours different moods different cultures.

So, to control that crowd or audience you actually need a sort of speech which can be considered to be new. People do not only want to listen to the ideas which are old rather they always hanker after newness and novelty.

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The slide is titled "Public Speaking and Creativity" in a blue font. It contains a list of four points, each preceded by a checkmark. The first point is a square box containing a checkmark, followed by the text "A creative mind begets a creative speech which garners audience's time and attention." The second point is "Innovative openings." with a sub-point: "For example: Swami Vivekananda's starting his 1893 Chicago speech with the greetings to 'Sisters and Brothers of America'". The third point is "Humorizing the audience. (Thinking outside the box)". The fourth point is "Delivering relatable speeches for audience to easily connect. (Active interpersonal communication)". At the bottom of the slide, there are logos for "swayam" and "swayam" and the number "5".

Public Speaking and Creativity

- ☐ A creative mind begets a creative speech which garners audience's time and attention.
- ✓ Innovative openings.
 - For example: Swami Vivekananda's starting his 1893 Chicago speech with the greetings to "Sisters and Brothers of America"
- ✓ Humorizing the audience. (Thinking outside the box)
- ✓ Delivering relatable speeches for audience to easily connect. (Active interpersonal communication)

So, a creative mind can beget a creative speech which garners audiences time and attention. You cannot attract the audience unless and until you have a creative bent of mind say for example you remember that when Swami Vivekananda gave his speech in Chicago how he all of a sudden only with the beginning words of his speech, drew the attention of the crowd when he said—" Sisters and brothers of America!

Now you see this is actually an innovative way or to attract the attention of the crowd. There is another way that while you want to control the audience you at times have to humorize the audience what do I mean by humorizing the audience, as I said early that they do not want to hear are the views which already exist, which are already obsolete, rather they want something new to hear and that is why you actually have to provide them something which is just like thinking out of the box.

So, and we have already had a lecture on the role of humour. But remember while practising humour with the audience members, you need to be very careful. Then comes delivering relatable speeches for audience to easily connect. I mean when we are speaking you might have

seen that when we were discussing the role of language. So, your language has to be so active that you do not have any difficulty in connecting with the audience.

So, we can say that Public Speaking and creativity have got a sort of dependence upon each other. Now in order to be a creative thinker, there are so many ways which have been suggested by psychologists all over the world. In this regard, let us actually take one American psychologist named, Mihaly Csikszentmihalyi.

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The slide is titled "Requisites for Creative Thinking" and contains the following text:

- ☐ Hungarian-American psychologist, Mihaly Csikszentmihalyi in his phenomenal work entitled *Creativity: Flow and the Psychology of Discovery and Invention* writes three main criteria as essential for creative thinking as:
- ☐ Energy:
Highly active individual exhibiting energetic physical and mental state.
- ☐ Intelligence:
Intellect is a necessity; however, it should not restrict one's perspectives.
- ☐ Discipline:
Self-motivated and equally enthusiastic towards work and life events.

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Now see it is very difficult to pronounce Mihaly Csikszentmihalyi in his phenomenal work entitled *Creativity Flow and the Psychology of Discovery and Invention* mentions some criteria for creative thinking and what are these criteria. The first is energy. And you will find that a public speaker has to be energetic. Energetic that he can be there with the crowd for the time allotted to him, energetic in the sense that he has material worth the time so that he can continue speaking to the masses.

So, highly active individual exhibiting energetic, physical and mental state. We have already talked about having a proper mental disposition in all sorts of Public Speaking situations. And according to this Mihaly Csikszentmihalyi's principles of *Flow and Psychology of Discovery and Invention*, another important criterion is intellect, intelligence, fine. So, intellect is necessity. No doubt, most of the people have that amount of intellect.

But to use that intellect in a very intelligent manner that is actually very important. So, one also needs to have intelligence, fine? And this intelligence should be such that it does not restrict

one's perspective and then comes discipline. Most of the speakers you might find that they are very much disciplined----- disciplined in terms of bringing their message disciplined in terms of maintaining time, discipline in terms of behaving with a crowd.

So, self-motivated and equally enthusiastic if somebody is towards one's work and life events, then he is actually a worthy person to be an effective public speaker, who can understand the criteria of having a sort of critical thinking. I mean, since this term creativity has been analysed, measured from different psychological perspectives.

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Creativity and Big Five

McCrae and Costa had devised a five-factor theory for grouping global population in accordance with five major personality traits.

1. Extraversion
2. Agreeableness
3. Conscientiousness
4. Openness
5. Neuroticism

Out of the five traits, **openness to experience** gains the highest correlation with creative thinking.

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It actually would be very pertinent to make a mention of McCrae and Costa who have devised a five Factor theory for grouping global population in accordance with the five major personality traits what are they? Some of them you are already familiar with because when we are discussing personality the role of personality in Public Speaking, we had come across this word extraversion.

One has to be an extrovert for every public speaker you will find that he actually must have the courage to have extraversion, meaning thereby, he should be such a person who can be outgoing, who can actually speak more, who can actually cater to the needs of his audience members. Then agreeableness---- that is a personality trait can sign seriousness he must be a rational person openness he must be candid very open and then neuroticism, fine?

So, now out of all these five criteria you will find that openness to experience gains the highest co-relation with creative thinking openness to experience. My dear friends, in the beginning

every speaker has a lot of hesitation sometimes he is anxious as well we have already discussed a lot about glossophobia but then you will find with age, with time, when you gain more and more experience and your experience then perhaps actually works as a factor which can help you, prompt you towards a sort of creative thinking.

Now here we had mentioned thinkers divergentS so, naturally you to be very much interested in knowing the; difference between convergent and divergent thinking.

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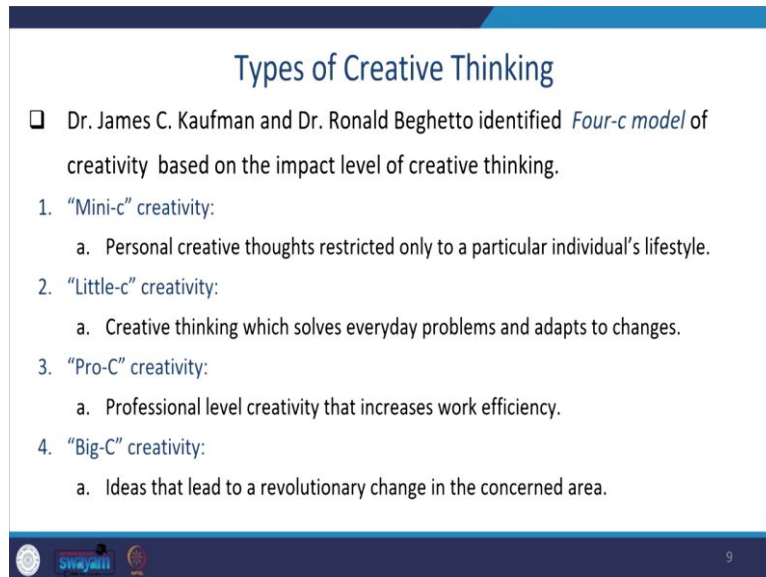
Convergent and Divergent Thinking	
Convergent Thinking	Divergent Thinking
1. Attempts to find the most effective solution.	1. Provides multiple creative solutions.
2. Deductive in nature	2. Inductive
3. Logical and Linear	3. Spontaneous and Multi-linear
4. Goes well with agreeable personality trait groups	4. Opted by open-minded personalities
5. Purely realistic	6. Imaginative yet seeks practical outcome
*Creative minds employ divergent thinking.	

When we talk about convergent thinking, you will find that people who actually follow convergent thinking they are deductive in nature. They are always linear, logical, they actually have a sort of agreeable personality trait and they are very much realistic, whereas when we have a person who has got divergent thinking ,such a person has multiple creative solution not only one solution that can fit.

If one does not fit, then he has another also he is actually inductive fine and he is not linear but multi-linear spontaneous fine? And he is opted by open-minded personalities even though because such a person has a sort of nobility. He can have out of the box thinking. So, he can be imaginative yet he actually looks at it from the usability, from the practicality, from the application how it is beneficial to society that is why it is very important.

For a person having creative thinking to have a sort of divergent thinking. You might also be eager to know what could be the types of creative thinking. A lot of research has already been done in this area of creative thinking and still the researchers are ongoing.

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The slide is titled "Types of Creative Thinking" and contains the following text:

□ Dr. James C. Kaufman and Dr. Ronald Beghetto identified *Four-c model* of creativity based on the impact level of creative thinking.

1. "Mini-c" creativity:
 - a. Personal creative thoughts restricted only to a particular individual's lifestyle.
2. "Little-c" creativity:
 - a. Creative thinking which solves everyday problems and adapts to changes.
3. "Pro-C" creativity:
 - a. Professional level creativity that increases work efficiency.
4. "Big-C" creativity:
 - a. Ideas that lead to a revolutionary change in the concerned area.

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Dr James C Kaufman and Dr Ronald Beghetto--- they provided a Four C model of creativity Four-C see the C actually stands for creativity. Now what are these 4Cs, and what do are they explain and how they explain it? The first is a mini-c creativity by a mini-c creativity what is meant is that personal creative thoughts they are actually restricted only to a particular individual's lifestyle every person is different you will find and everyone has a different sort of personality.

So, when we talk about mini-c personality it is about such nature such trait that their creative thoughts are restricted only to particular individuals lifestyle. Then comes little-c creativity as the term little itself tells. So, such people they solve everyday problems and they adapt to changes. So, little-c creativity talks about creativity which solves everyday problems and adapts to change.

Then Pro-C creativity, Pro actually means favour. So, professional level of creativity that increases work efficiency. So, this is very much helpful even for a public speaker to have a sort of proceed creativity and then Big C creativity it actually tells or reflects ideas that lead to a revolutionary change in the concerned area. So, my dear friends the analysis which has been made by these two psychologists Dr James Kaufman and Ronald Beghetto, it actually provides a new way of looking at creativity.

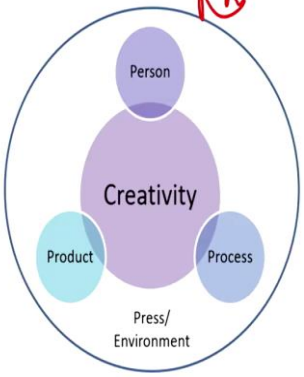
And as a public speaker you will find that if you have that element of Pro-C creativity and then Big-C creativity then perhaps you can emerge as a victorious one, as a champion who can face

all sorts of Public Speaking situations. Now again we have another model of creativity which is called Four-P creativity.

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Four-P Model of Creativity

- ❑ When creative thinking meets functionality, it results in growth, convenience and comfort for the parties involved.
- ❑ The “4-P’s of Creativity” model generated by Mel Rhodes in his article *The Analysis of Creative Thinking* (1961) elucidates upon how a creative mind can be developed and employed in different fields.



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Press/
Environment

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This 4P creativity model was generated by Mel Rhodes. Now what are actually the specifications of this model? When creativity meets functionality I mean usability it actually helps in growth and comfort of the parties involved and that is why Mel Rhodes in his article the analysis of creative thinking focuses upon how a creative mind can be developed and employed in different fields.

Here, you can find these Four-P actually stands for person, product, process, and press an environment we shall discuss them separately as well. Now as I have been saying that every person is different unique.

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Four-P Model of Creativity

- **Person:**
Individual traits, habits and attitudes.
- **Process:**
Applied research and experimentation.
- **Product:**
Construction of a final creative output i.e., useful and original.
- **Press:**
Creativity in relation to the external conditions of culture, codes and principles.

The 4-p model
(Rhodes (1961, 1987))

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So, as a person one has to have and one has rather individual traits habits and attitudes. Then comes another P that is process. So, this actually reflects applied research and experimentation. Most of us have an urge for applied research and experimentation and then in products, construction of a final creative output that is useful and original. And then the last one is press. Creativity which is in relation to external conditions of culture codes and principles. By press we mean that your creativity must be disseminated must be useful to the society at large. **(Refer Slide Time: 24:41)**

Four Stages of Creative Thinking

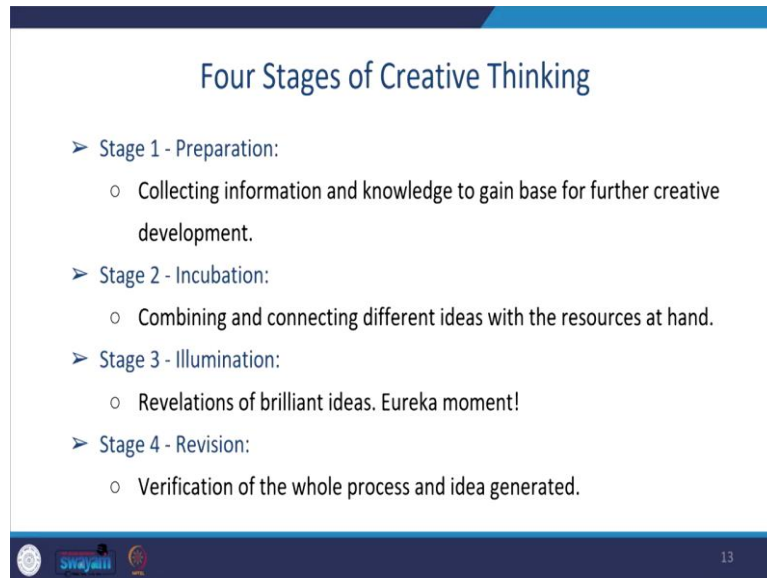
- ❑ British Psychologist Graham Wallas in his book *The Art of Thought* (1926) deduced a four-stage model to understand creative process.
- ❑ Stage 1 and 4 deals with concrete processes such as collecting and evaluating resources. (conscious level)
- ❑ Meanwhile, the intermediate stages of creative thinking deals with abstract level thinking, imagination and inspiration. (unconscious level)

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Now again we can take one more creativity thinking where British Psychologist Graham Wallas in his book *The Art of Thought* developed a four stage model where he says preparation incubation illumination and revision. So, this preparation stage and revision stage deal with concrete process such as collecting and evaluating resources which most of the public speakers do, before you are to deliver a talk while you are organizing your thought patterns.

So, and ideas what you do is you not only prepare but you revise also. Meanwhile incubation and illumination fine? These are actually the intermediate stages of creative thinking which deal with abstract level thinking, imagination, and inspiration. Now my dear friends, while the first two stages reflect our consciousness, the intermediary stages reflect our unconscious level. Now these four stages of creative thinking how a public speaker can make use of as I said;

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The slide is titled "Four Stages of Creative Thinking" and lists the following stages:

- Stage 1 - Preparation:
 - Collecting information and knowledge to gain base for further creative development.
- Stage 2 - Incubation:
 - Combining and connecting different ideas with the resources at hand.
- Stage 3 - Illumination:
 - Revelations of brilliant ideas. Eureka moment!
- Stage 4 - Revision:
 - Verification of the whole process and idea generated.

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You collect information and knowledge in order to strengthen your own forte, when you go to speak before that in order to bring conviction, commitment and confidence to yourself you gather a lot of material. The incubation combining and connecting different ideas with the resources at hand even though you have a lot of information unless and until they are woven, tailored fine, provided with all sorts of facilities. Say for example, visuals as we have talked about connectives.

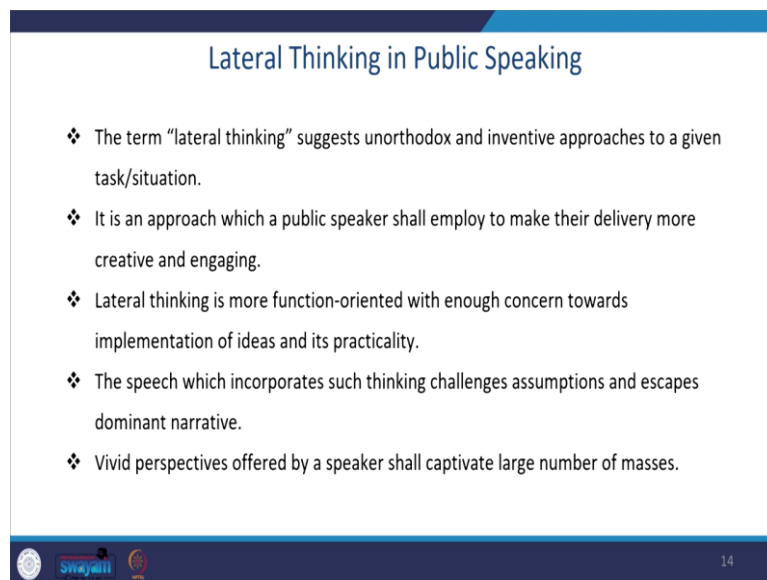
So, these help you in connecting the ideas and then illumination, where there is a revelation of brilliant ideas. Say for example when you are planning in the planning stage itself you come to such a situation where you feel as if I have got it, just like saying Eureka, is not it fine. The final moment and then revision. And this is a very significant stage where every public speaker before delivering it must revise and that is actually pre-talk, no?

So, verification of the whole process and idea generated because as a speaker what you are saying, as a professional presenter whatever you are saying, because you might be at times presenting the facts have you really verified the data which helped you come up with these

pieces of information. Now, again there is one more psychologist whom I might have mentioned in some of the lectures named De Bono, fine.

And Dimono gave one approach that is lateral thinking and you know he also has provided a creativity formula where he provides six thinking hats technique.

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The slide is titled "Lateral Thinking in Public Speaking" and contains five bullet points. At the bottom left, there are logos for Swajathi and a circular logo. At the bottom right, the number "14" is displayed.

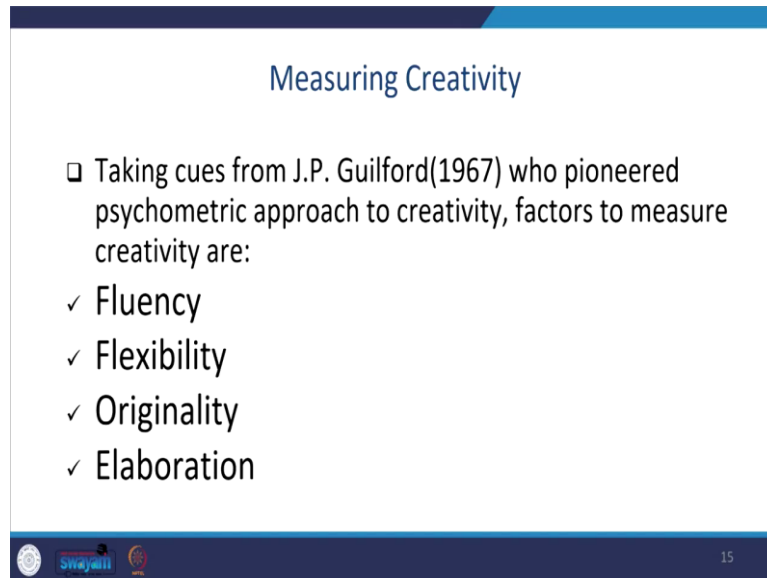
- ❖ The term "lateral thinking" suggests unorthodox and inventive approaches to a given task/situation.
- ❖ It is an approach which a public speaker shall employ to make their delivery more creative and engaging.
- ❖ Lateral thinking is more function-oriented with enough concern towards implementation of ideas and its practicality.
- ❖ The speech which incorporates such thinking challenges assumptions and escapes dominant narrative.
- ❖ Vivid perspectives offered by a speaker shall captivate large number of masses.

Now a little bit about lateral thinking. Through this lateral thinking what Debono says is that unorthodox and invented approaches they are very much helpful in tiding over a problem and the problem may be a sort of snafu, is not it? A sort of chaotic condition, where you want to come out of it and you can come out of it only with your creativity. Now this lateral thinking is an approach where public speaker can employ to make their delivery more creative and engaging.

Because he is conscious of his innovative idea he is conscious of his style his conscious of his creative thinking lateral thinking. He is more function oriented with enough concern towards implementation of ideas and its practicality. The speech or the talk or the presentation that a public speaker provides or delivers, incorporates such thinking challenges, fine? Assumptions and also escapes dominant narrative. Vivid perspectives offered by a speaker shall captivate large number of masses and that is the prime task of a public speaker. My dear friends, it is only our creative thinking ability that can help us succeed in the situations of Public Speaking. They are, as I have been saying, numerous opportunities which as public speakers will come across. Now one question that might still be cropping up in your mind is how to evaluate your own creativity.

How to check how to measure whether you are having that creative thinking in yourself or not in this regard once again I am going to provide you some measures which many of the psychologists who have taken accue from JP Guilford.

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The slide is titled "Measuring Creativity" in a blue font. Below the title, there is a list of factors to measure creativity, starting with a square bullet point and followed by checkmarks. The factors are: Fluency, Flexibility, Originality, and Elaboration. At the bottom of the slide, there are logos for Swajee and a page number "15".

Measuring Creativity

- Taking cues from J.P. Guilford(1967) who pioneered psychometric approach to creativity, factors to measure creativity are:
 - ✓ Fluency
 - ✓ Flexibility
 - ✓ Originality
 - ✓ Elaboration

Who pioneered psychometric approach to creativity and on this basis many psychologists came up with some factors which can help us measure our creativity. What is that and this I think are very much relevant for a public speaker. Because as a public speaker what is your task? Your task is to deliver a talk or a presentation as a public speaker you have to converse, you have to negotiate you have to participate fine.

You have to appear at an interview, you have to conduct an interview. You have to participate in a meeting, you are to hold the meeting you have to conduct a meeting there are numerous situations and how can you overcome at times the problems that you face for that you actually need some such psychological criteria through which you can measure whether you have that creativity aspect in you or not.

The very first is fluency. As a public speaker, how fluent you are we have already talked about how fluent a public speaker should be. We have had several lectures on para language or non-verbals, on intonation. So, ask yourself whether you are a fluent speaker or a hesitant one. Then flexibility again you will find that this is very relevant. As a public speaker do you really have a control over the crowd at times you feel that you are losing the crowd.

It is once again your creative thinking that will help you because you have to use some digressions, you have to cite some references, you have to talk about some story share some anecdote is not it that is possible only when as a public speaker you have a sort of flexibility. And then original. At times one should ask oneself are my thoughts original are my ideas original if they are not why should my crowd my audience members listen to me.

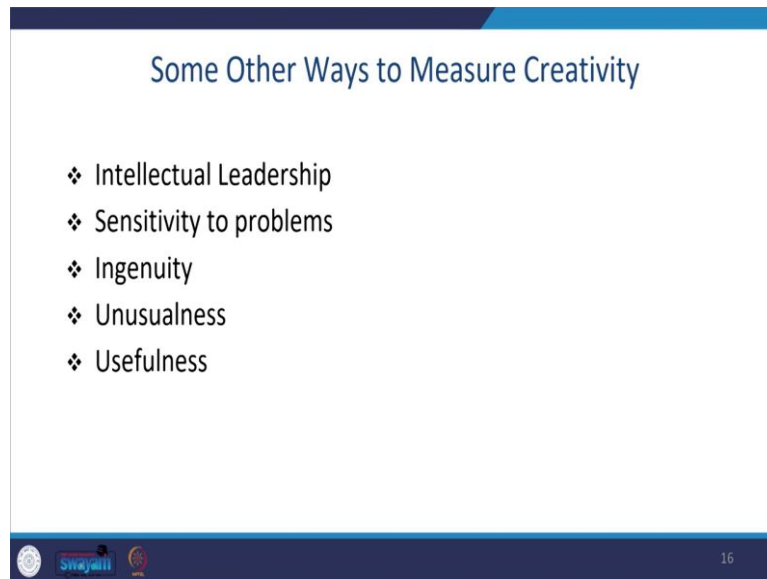
So, how original are my thoughts. So, every public speaker should ask himself and then even if I have all these am I really able to elaborate upon am I really able to speak on am I really able to maintain my spontaneity and deal with the crowd in a better and effective manner. So, if you have all these and if you can measure your own traits as a public speaker through this criteria you can find that you have that element of creativity.

There are some other ways of measuring creativity also. What are they? The ideas that I am reflecting or delivering. So, can they provide a sort of intellectual leadership? Do my thoughts appear as a sort of guiding spirit is there something unique in what I am saying. Now as a public speaker am I also sensitive to the problems because you will come across many such situations where you are going to give a talk which is solution oriented, is not it?,

Especially when you are providing some solution for a scientific problem for a medical problem for a marketing problem. So, how are your problems sensitive to, fine, when I say sensitive I have. So, many things in my mind whether the words that you are speaking, words that you are delivering are you conscious of the fact that there are people in this group who may be from different cultures.

There are scientists also in this group, while I am delivering a talk when they might pinpoint some sort of deficiency in what I am saying. Are you really ready for that? If you are ready for that and are you really sensitive are you really conscious that after this work maybe there can be questions can you handle the turbulence? We have already discussed how one can handle the critical moments how one can handle criticism.

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And then unless and until your thoughts are unusual because we have already talked about out of the box thinking if my thoughts are not unusual why should I be listened too. And then even if it is unusual am I ingenious, am I really open ?Have I been speaking in such a manner where all my thoughts actually come out very clearly and then how are my ideas, how are my policies, how is the product of my company useful?

If I have been able to say all this and respond to all this perhaps I am very much near becoming a creative person or a person who has actually got the ability of creative thinking. My dear friends, every day that you are living you might come across many creative ideas, many creative thoughts and they have simply come out of people who are intelligent who are Innovative who understand the problems and can provide solutions that can be applicable to the masses at large.

So, if you have all that perhaps you are emerging as a person who has got because this creative thinking can be developed it is not inborn it can be developed. And a public speaker when he faces every day new realities new situations new challenges he also sees to it that creative thinking takes birth in him in her. My dear friends there is no end to creativity and of course there cannot be any end to speaking on this but I will have to end this lecture because I am worried by the Winged Chariots of time.

And let me take a quote here from none other than a very creative person, a very innovative scientist whom all of you are familiar with APJ Abul Kalam.

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When learning is purposeful, creativity blossoms.
When creativity blossoms, thinking emanates. When
thinking emanates, knowledge is fully lit. When
knowledge is lit, economy flourishes.

-A.P.J. Abdul Kalam

Thank You



who says---“When learning is purposeful creativity blossoms when creativity blossoms thinking emanates when thinking emanates knowledge is fully lit. When knowledge is lit, economy flourishes.” So, I hope this lecture on creative thinking will also help your thoughts to blossom in the most creative manner and you will in the days to come emerge as a triumphant, victorious, successful and effective speaker. Thank you very much.