



**Being Creative: A Guide for Individuals and Organizations**  
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This summer I had the opportunity to work with Professor Yoram (Jerry) Wind, Professor of Marketing and Director of the SEI Center for Advanced Studies in Management at Wharton, and Professor Derek Gillman, Distinguished Visiting Professor at Drexel University on the project “Creativity”. Prior to beginning my research, creativity, a topic that is as expansive in its scope as it is subjective in nature, had been an abstract and elusive concept to me. However, by the end of my research experience, the rigor of my formalized study on the topic allowed me to develop a much more nuanced understanding of the nature of creativity, both as an academic field of inquiry and as it relates to its applicability within my own life.

Having been given the flexibility to shape my research experience, I was able to work together with my mentors to define the focus of our investigation. Our research aims consisted of, firstly, identifying the most creative individuals and organizations within a diverse range of distinct domains and their sub-disciplines, and secondly, appropriately analyzing the resulting names to understand how the nature of creativity, and hence the characteristics of creative individuals, vary across these disciplines to devise targeted strategies to enhance it.

Whether through learning to develop a concise, yet comprehensive and actionable research project plan, assessing the credibility of highly qualitative and subjective sources of information, or developing objective methodologies for the selection criteria used to compile the final list of creatives, the project enabled me to develop a wide range of pragmatic research skills. More generally, I was also able to enhance my evaluative and synthesis skills through literature reviews on the strategies that can be used to effectively enhance creativity. Under the guidance of my mentors I was able to extend my search for creative individuals beyond the decorated titans most conventionally associated with creativity to include perhaps lesser known, but equally influential, pioneers who have reshaped their disciplines as well as created entirely new ones. Be it within the domain of *space archeology* or *fintech*, my research has made me more informed about the trends and creative pursuits that are likely to shape our future.

It was extremely gratifying to be given the opportunity to be a part of the research that will ultimately inform an engaging book on how we can leverage creativity to achieve success. In addition to being extremely educational, the research project taught me about how I may apply some of its findings to live and work more creatively myself.