



Linda Vera Roethlisberger

# CREATIVITY

THE POWER OF CHANGE



TRILOGOS  
FOUNDATION

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**CREATIVITY: THE POWER OF  
CHANGE**



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***In the beginning was the Word,  
so that we might learn to grow,  
to grow to the highest peak –  
beyond the Word.***

Linda Vera

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## Introduction

Inventiveness, originality, a touch of non-conformity: for a long time, creativity seemed to be reserved for geniuses. Gifted artists such as Michelangelo and Da Vinci, Beethoven or Goethe created works that were ahead of their time and continue to move us to this day, long after their passing. Then we have material objects such as toothpaste, paper, airplanes and even coffee filters, which, although commonplace in our everyday lives, were likewise created by resourceful minds. But how does a researcher achieve a breakthrough? How did Werner von Siemens invent the tram or how did Marie Curie discover radium, endure the discrimination to which she was exposed as a woman in the world of science and win the Nobel Prize twice? And how did the American dancer Loïe Fuller even come up with the idea of the Radium Dance, in which she mined this newly discovered element and made her stage clothes glow without any spotlights?

Ideas, artistic creation, personal growth, inspiration, intuition, imagination and enthusiasm – all these are aspects that characterize creative people. Skill counts too, of course, because creativity is not just about expressing an idea but ultimately about putting it into practice, in order to make a difference in people's lives.

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***Art is what not everyone can do –  
or what everyone could do but  
what nobody thinks of doing.***

Linda Vera

Now that think tanks from the business world have discovered creativity for themselves, creativity is experiencing a real hype. There is hardly a field in which creativity is not explicitly required. Innovations, strategic solutions and product development all call for creative approaches. Creative markets, clouds, directors, managers ... the list is long and continues to grow every day.

But what exactly is creativity all about? How do you become creative? And what do you do when you have writer's block, for example? When you sit for hours staring at a blank sheet of paper or screen on your computer yet can't think of anything to write? If you try for months to solve a problem or to master a challenge in different ways yet aren't really coming up with any new idea?

Creativity contains an unpredictable element. It may appear as suddenly as a shooting star or a summer thunderstorm. A single "Eureka!" moment can change your life or that of thousands and thousands of people forever. What a mysterious force! One thing is certain: we cannot force ourselves, or be forced, to be creative. But what we can do is to track down the phenomenon of creativity and make it our own.

The good thing about the enthusiasm for creativity is that scientific disciplines such as neuroscience are now also dealing with the phenomenon of creativity (see Chapter 1), although, as mentioned, creative processes cannot be commanded only encouraged (see Chapter 2). Some people do well under pressure while others need peace and quiet in order to be creative. Or, while one person comes up with the most amazing solutions, the other remains stuck in a blackout.

That's why it is important to take the hype and excitement away from creativity and to silently reflect on what it is really all about. In order to understand creativity, we must go back to the beginning – but to the very beginning of all beginnings: to creation. Because creativity comes from Latin *creare*, meaning "to make grow" or "to bring forth," and thus came into play at the very beginning of the universe.

However, and from whatever origin our cosmos developed, in the creatures and creations around us we recognize a common denominator: the urge to live and to evolve. Indeed, it is not only bare survival that defines our innermost core of being. When looking at the history of mankind, we find that the ambition to improve one's living conditions, to invent something new and to develop it further existed already among our earliest ancestors. That ambition also included the desire to embellish, to shape and design our environment, and to become co-creators. Hence, time and again the goal has been to create for the individual and therefore for the whole out of a responsible, conscious conviction.

According to archaeological findings, human creativity developed even before Homo sapiens emerged 200,000 years ago. Research indicates that our innovative strength has gained momentum through biological and societal factors and then experienced its first bloom once different population groups began to encounter and mingle with one another. From this we learn an important message: creativity is a part of us, and it grows through input, diversity.

Each of us carries creativity within us, because it is through Creative Power that we humans were originally conceived and subsequently developed in the course of evolution. If we learn to consciously open ourselves up to this force not only on the physical level, but also psychologically – on the cognitive, emotional and spiritual levels – creativity becomes our resource, like basic trust, intuition and desire for individuation. Then we can use this miraculous energy more consciously and responsibly to develop and participate in the everlasting process of creation.

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***Inspiration, Creative Power and***