Outline:

Introduction:

* Question to be answered: does what science tell us about creativity match what the greatest creative minds of our time tell us about creativity?
* Background
  + We all want to know where creativity comes from and how to achieve it
  + Pursued by both social and physical scientists
  + Pursued by authors, artists, and innovators
* Roadmap: look at what three creatives say about creativity and if there is any science to match that

Creative #1: Stephen King

* What he says in On Writing
* What science says

Creative #2: J.K. Rowling

* What she says in commencement speech at Harvard
* What science says

Creative # 3: Elizabeth Gilbert

* What she says in her TED Talk: Your Elusive Creative Genius and in her book, Big Magic
* What science says

Conclusion:

* Similarities
* Even creatives say different things about creativity
* What can we take from this?

References

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