

The three-component model of creativity essay sample

[Psychology](#), [Motivation](#)



The three-component model of creativity proposes that individual creativity essentially requires expertise, creative-thinking skills, and intrinsic task motivation. In a paper written by Teresa M. Amabile of the Harvard Business School titled COMPONENTIAL THEORY OF CREATIVITY, she proposes or puts forward the theory that “ there are four components necessary for any creative response: three components within the individual – domain relevant skills, creativity-relevant processes, and intrinsic task motivation – and one component outside the individual – the social environment in which the individual is

working” (Amabile, 2013). According to Ms. Amabile, “ In the componential theory, the influences on creativity include three within-individual components: domain-relevant skills (expertise in the relevant domain or domains), creativity-relevant processes (cognitive and personality processes conducive to novel thinking), and task motivation (specifically, the intrinsic motivation to engage in the activity out of interest, enjoyment, or a personal sense of challenge). The component outside the individual is the surrounding environment – in particular, the social environment” (Amabile).

Expertise is the essential for creative work efforts. Creativity is enabled and can have a multiplier effect when an individual has ability, project specific knowledge, appropriate proficiency, and some sort of experience or expertise in the specific task at hand. An individual must have domain relevant skills or knowledge with a technical and subject relevant skill base. Ms. Amabile noted “ Domain-relevant skills include knowledge, expertise, technical skills, intelligence, and talent in the particular domain where the

problem-solver is working – such as product design or electrical engineering” (Amabile, 2013)

The second component is creative-thinking or creative relevant skills. This encompasses personality characteristics associated with creativity and the ability to see things from a different perspective. Ms. Amabile noted that Creativity-relevant processes “ include a cognitive style and personality characteristics that are conducive to independence, risk-taking, and taking new perspectives on problems, as well as a disciplined work style and skills in generating ideas” (Amabile, 2013)

The final component is intrinsic task motivation. This is the desire to work on something because it is interesting, evolving, exciting, satisfying, or personally challenging. This component is what turns creativity into creative ideas. It is a deciding factor in determining how and to what degree individuals engage their expertise and creative skills. For this element Ms. Amabile noted “ A central tenet of the componential theory is the intrinsic motivation principle of creativity: People are most creative when they feel motivated primarily by the interest, enjoyment, satisfaction, and challenge of the work itself – and not by extrinsic motivators” (Amabile, 2013).

In closing, what I find most interesting is the 4th element Ms. Amabile noted in her study, that being the one of the social environment. It appears to me that the accepted version of the creative component model revolves around just three elements yet Ms. Amabile makes the case for the 4th element in a very compelling manner. She states” Research in organizational settings has

revealed a number of work environment factors that can block creativity, such as norms of harshly criticizing new ideas; political problems within the organization; an emphasis on the status quo; a conservative, low-risk attitude among top management; and excessive time pressure.

Other factors can stimulate creativity, such as a sense of positive challenge in the work; work teams that are collaborative, diversely skilled, and idea-focused; freedom in carrying out the work; supervisors who encourage the development of new ideas; top management that supports innovation through a clearly articulated creativity-encouraging vision and through appropriate recognition for creative work; mechanisms for developing new ideas; and norms of actively sharing ideas across the organization” (Amabile, 2013).

The concept of a three component element for creativity is in need of being revised to recognize the forth component of creativity, the social environment, which obviously has a great impact on the overall concept of creativity.

(UCONN)

References

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