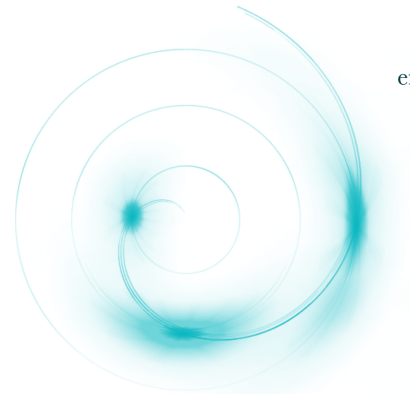


3. Do we really  
*motivate* creativity,  
through focus, challenge, purpose,  
encouragement, and being interested?



4. Do we really  
*recognise* creativity  
through observation, patience,  
empathetic judgement and an open mind?



2. Do we really *behave*  
creatively ourselves,  
understanding and valuing  
how we ourselves are creative?



5. Do we really  
*feed* creativity,  
through inspiration, exposure  
to diversity, developing skills,  
knowledge and understanding?



## 7 questions for creativity nurturers

1. Do we really provide  
a creative *environment*  
where people are empowered and allowed  
to experiment, create, explore and play?



6. Do we really  
*develop* creativity  
through feedback and support  
that are considered, open-minded,  
reflective and constructive?



7. Do we really *take creativity seriously*,  
making it central, giving it time, collaborating with others,  
learning from them, and sharing our own experiences?

