



The Need

- Research shows that young people lose their ability to think in "divergent or non-linear ways", a key component of creativity. Of 1,600 children aged 3 to 5, 98% showed they could think in divergent ways. By the time they were aged 8 to 10, only 32% could think divergently.¹
- 75% of people think they are not living up to their creative potential.²
- For CEOs, creativity is now the most important leadership quality for success in business, outweighing even integrity and global thinking.³

FAQs

A SuperArtist is someone with the creative confidence to CHOOSE CREATIVITY in every aspect of life.

Creative confidence is important because children are natural SuperArtists. We want to give all people the tools to nurture this natural, child-like creativity within themselves and use it to help themselves grow as individuals, parents, and families.

David and Tom Kelley write in their excellent book *Creative Confidence*:

"As legendary psychologist and Stanford professor Albert Bandura has shown, our belief systems affect our actions, goals, and perception. Individuals who come to believe that they can effect change are more likely to accomplish what they set out to do. Bandura calls that conviction "self-efficacy." People with self-efficacy set their sights higher, try harder, persevere longer, and show more resilience in the face of [adversity]."

The SuperArtist program is a platform to build stronger families, children, schools, workplaces and communities by helping them grow their creative confidence and resiliency through engagement in creative SuperArtist challenges. Challenges are sent twice-monthly and are thoughtful projects that help individuals and families tap into the basics of creative thinking. Participating SuperArtists can contribute to an online art gallery showcasing their own artwork that provides inspiration and ideas.

The SuperArtist curriculum is a 10-week program, based on the ten SuperArtist principles and designed for kids, to be distributed through schools, libraries, community centers, etc. Instructors will work with kids to develop a practical understanding of the principles by completing creative challenges and earning badges.

The SuperArtist principles are the 10 core traits (or inner superpowers), each accompanied by a mantra, that define a SuperArtist. A SuperArtist is authentic, intuitive, resourceful, patient, inventive, expressive, inspired, present, unconventional and curious.

¹ Sir Ken Robinson, chair of the UK Government's report on creativity, education and the economy, published in TESS on 25 March, 2005

² Adobe® State of Create global benchmark study

(http://www.adobe.com/aboutadobe/pressroom/pdfs/Adobe_State_of_Create_Global_Benchmark_Study.pdf)

³ The study is the largest known sample of one-on-one CEO interviews, with over 1,500 corporate heads and public sector leaders across 60 nations and 33 industries polled on what drives them in managing their companies in today's world.
<http://www-935.ibm.com/services/us/en/c-suite/ceostudy2012/>