

Creativity is influenced by:

- **Fluency** – the ability to *generate a great number of ideas*
- **Flexibility** – the skill that allows us to *produce a variety of ideas*
- **Originality** – the talent to *think of unusual ideas*
- **Elaboration** – the process of *filling in all the details*
- **Evaluation** – the process that allows us to *select, test, and revise ideas*