

Creativity Is a Process, Not an Event

written by James Clear

Match definitions with the words. Figure out the meanings of them from the context.

By @eng_with_a

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to draw	1. to make sb feel ashamed or stupid and lose the respect of other people
to humiliate	2. to make sb decide not to do sth or continue doing sth
to enhance	3. to do something or try to achieve something over a period of time
to be willing to	4. not objecting to doing sth; to be ready to do sth
to deter	5. good at finding ways of doing things and solving problems, etc.
resourceful	6. to direct or attract somebody's attention to something
groundbreaking	7. to increase or further improve the good quality, value of sb/sth
an excuse	8. done in a way that was planned, not by chance
deliberately	9. making new discoveries; using new methods
to pursue	10. a reason, either true or invented, that you give to explain or defend your behaviour

Complete the sentences:

1. The high price of the service could _____ people from seeking advice.
2. This is an opportunity to _____ the reputation of the company.
3. I was determined to _____ my dream of becoming an actor.
4. They are _____ and able to share their knowledge and experience.
5. Many consumers are willing to pay more for organic food.
6. I know I missed the deadline, but I have an _____.
7. You don't have to make _____ for her (= try to think of reasons for her behaviour).
8. There's no _____ for such behaviour.
9. It was a _____ piece of research. Incredible!
10. When she was a child, her friends used to _____ her calling her a fool.

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1.

Word formation:

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1. Creative thinking requires our brains to make _____ between seemingly unrelated ideas. (CONNECT)
2. The more we limit ourselves, the more _____ we become. (SOURCE)
3. In 1666, one of the most influential _____ in history was strolling through a garden when he was struck with a flash of creative brilliance that would change the world. (SCIENCE)
4. You simply have to be smart (not a genius) and then work hard, practice _____. (DELIBERATE)
5. Assuming that you are willing to do the hard work of facing your inner fears and working through _____, here are a few practical strategies for becoming more creative. (FAIL)
6. One of my most _____ creative strategies is to force myself to write about seemingly different topics and ideas. (SUCCESS)
7. It sounds a bit fluffy for my taste, but positive thinking can lead to significant _____ in creative thinking. (IMPROVE)
8. The only way creativity becomes a _____ is by shipping. (REAL)
9. _____ is a process, not an event. (CREATE)

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2.

KEY:

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Completing the text: 1. strolling through a garden 2. Sir Isaac Newton saw an apple fall to the ground 3. for decades 4. that we develop through practice 5. is born with some level of creative skill 6. however 7. more on the process than the outcome. 8. The more we limit ourselves, the more resourceful we become. 9. we tend to think more broadly when we are happy 10. a eureka moment

Matching: 1. to humiliate 2. to deter 3. to pursue 4. to be willing to 5. resourceful 6. to draw 7. to enhance 8. deliberately 9. groundbreaking 10. an excuse

Completing the sentences: 1. deter 2. enhance 3. pursue 4. willing 5. willing 6. excuse 7. excuse 8. excuse 9. groundbreaking 10. humiliate

Word Formation: 1. connections 2. resourceful 3. scientists 4. deliberately 5. failure 6. successful 7. improvements 8. reality 9. creativity

The examples and definitions are taken from the dictionary:

<https://www.oxfordlearnersdictionaries.com/>

The article is taken from:

<https://jamesclear.com/creative-thinking>