

CREATIVITY LASTS MORE THAN A MOMENT: AN EXAMPLE OF CREATIVITY IN ACTION THROUGH INTERDISCIPLINARY PARTNERSHIPS

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Presentation Summary (limited to 200 words)

This presentation will include a brief overview of the research on creativity in organizations. The presenter will discuss some of the theoretical processes thought to underlie creativity and provide a sense of where the current thinking around creativity lies. It will then highlight how the University of South Carolina's School of Music is reflective of the creative process through its program *The Savvy Musician in Action*. This program, developed by David Cutler, the Director of Music Entrepreneurship, is a one-of-a-kind, interdisciplinary experience designed to teach business, leadership and marketing skills to individuals with new arts-based ideas. After engaging in multiple art forms to learn lessons and express business concepts, teams compete for awards. This program exemplifies the power of partnerships and collaboration in the development of a creative endeavor.