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Context to the nugget

KV Sridhar talks about the distinction between creativity and craftsmanship. He mentions that all living beings (not just human beings) including creatures like ants have the ability to be creative. But for us to express it effectively, we need to practice our craft – whether it is story writing, photography, humour or anything else. And mastering that takes years and years of practice.

Transcription

Deepak Jayaraman (DJ): What's your approach on building the capability of storytelling in people? What's been your approach in helping people to become good story tellers, what's your advice to them?

KV Sridhar (KV.S): I think it not only, anything can be acquired there are two things misconception is I cannot write a story therefore I am not creative I cannot paint therefore I am not creative, I can't play a guitar therefore I am not creative that is stupidity in every living being not just human being but there is scientific evidence that every living being finds the solution and a creative alternate to any path, you put if a line of ants marching and then you put an obstacle they figure out a way and then they start going so that's creativity so something which comes up and they overcome that hurdle by doing something else but the second part of it is the craftsmanship while everybody is capable of thinking creative coming up with creative ideas second part is craftsmanship, craftsmanship is not inbound, creativity is inbound, every mind had got creativity.

DJ: and how do you define that, the Craftsmanship?

KV.S: The craftsmanship is if you were to be a poet you should know how to express that and you must have a word with this thing, comfortable with words, play with the words it needs to be a good words frame the toolkit required, the skillset is different if you are a painter you know that there are no shortcuts, that you need to learn by skill, every child draws a skeleton, bares skeleton drawing, but we go to arts school to really study the skeletal drawing is actually a skeleton, what are the bone structure how do people say it how many bones can turn, how much? What does your hip allow you to what kind of moments what is the shape of that so you learn the anatomy and then you put this bone structure then you put muscle on to that so you need to know about the muscles, because each painting stroke which you do is according to the muscular moment and placement on your bones then you learn about skin and then skin tones and then you put skin on to the muscles and then that skin tones and then that tissue, you will learn a lot more details in that, this is the six year course is for nothing for you to go through all this craft and then learn then you become a painter where you can actually paint, you understand, if you are painting somebody you understand how the bones are how the muscles are, what are the expression, how do you make them express

something the body language, everything becomes easier but the idea of somebody is sitting on the chair will occur to anyone but when you can draw then you become an artist, when you can draw a word picture of essay of imaginary guy sitting on an imaginary chair will become a piece of prose then poetry imaginary person is sitting there and then the feelings about that person and then the thoughts about that persons head will make it piece of poetry then a lot of things if you were to be a guitarist and then look at the man and then his body language then you can just how Beatles do their songs, write a song, so that's all craftsmanship, craftsmanship can acquired with a lot of hard work and practice, hour and hours and hours of practice and days and days of practice and that's the reason why creative people get so obsessed with that process of craftsmanship, ideas are there inbound with everyone and then more so with people who do it more often than others, you can play a cricket, I can play a cricket but we have never spent twelve hours or fourteen hours a day playing cricket in out childhood, if we were to play probably would have become also like Tendulkar, he learned the craft apart from idea of playing the cricket, we all know the idea of playing the cricket, you need to have the skills, a great story will have a very intruding beginning and interesting body and the twist right at the end so if you can manage that structure and then you can tell a story, are you fit a way to a feature film, you set a premise you create a conflict and then you find a resolution there you have the story but stories that you start practicing that's the craft and what is the best way of saying for instance Dangal, when it is been done the first script which Nitesh and team has written are from the girls perspective they said that no it is not making much of a sense now what can you say? Every girl want to win so it is only the father and his obsession and passion is far more important and girls kept on talking about the father when he was interviewing them and then they came back and said whatever we are doing is all wrong it would be a better story if we were to tell from that Mahavir Singh so they changed the story from daughters perspective to a fathers perspective and then wrote the entire story and that is what made that film.

Reflections from Deepak Jayaraman

DJ: Couple of things struck me. One is the fact that all of us have the basic raw material for being creative. Sometimes, we have these self-limiting beliefs about what we can and cannot do. I guess the second and an equally important point here is that for any pursuit, it takes years and years of effort to hone the skill. Several people often get into the nature versus nurture debate in these situations. My belief is that having good talent is a good starting point but in any competitive field, if you haven't nurtured your craft through years of deliberate practice, it is hard to be distinctive in the hyper-competitive world we live in.

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End of nugget transcription

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About Deepak Jayaraman

Deepak seeks to unlock human potential of senior executive's / leadership teams by working with them as an Executive Coach / Sounding Board / Transition Advisor. You can know more about his work [here](#).

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