

Creative Cities

The presence of talent is the best indicator of a city's success.

Talent results in higher per capita income and allows an economy to be innovative and adaptive.

Most cities have focused on attracting and retaining talent, despairing of their ability to develop talent. However, human beings are inherently creative, and one talent development strategy that is generally ignored is to tap the creative capacity of all of a city's people.

To do that requires fostering the conditions of a creative city. These conditions include:

1. Openness

- To change, risk, possibility, the new and different.

2. Connections

- To others, to new ideas and to the resources to make them happen.

3. Aspiration

- The restlessness and impetus to strive and change.

4. Opportunity

- In the form of a market for new ideas and investment in people.

5. Food for Thought

- The stimulus to think differently through a strong intellectual and cultural life.

A creative city, then, provides the conditions in which people -- even the most unlikely and unexpected -- can be developed into a powerful talent resource. And as a result, a creative city actually produces creativity, by way of its human capital.

Given that all people have the potential for creativity, all cities, then, have the inherent potential to succeed.