

# The Creativity Choice: The Science of Making Decisions to Turn Ideas into Action

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### Tuesday, March 17, 2026, 7:00 PM CT

Register: [www.bit.ly/PringleFANWebinar](http://www.bit.ly/PringleFANWebinar)

This event is #freeandopentothe public and will be recorded. Suitable for youth 12+

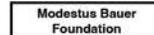
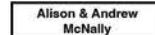
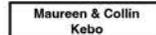
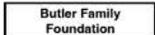


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**FOR IMMEDIATE RELEASE: ZORANA IVCEVIC PRINGLE, Ph.D. – ON ZOOM**

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**Tuesday, March 17, 2026 | 7:00 PM CT**

**The Creativity Choice: The Science of Making Decisions to Turn Ideas into Action**

**A FAN webinar featuring Zorana Ivcevic Pringle, Ph.D., in conversation with Marc Brackett, Ph.D. (FAN '19, '25).**

**REGISTER:** [www.bit.ly/PringleFANWebinar](http://www.bit.ly/PringleFANWebinar)

Anyone who has ever participated in a brainstorming session knows that most of us do not lack ideas. Yet many people never breathe life into them. To turn inspiration into real achievement, you must decide to act—and then decide to act again and again, despite obstacles, until your thoughts take shape and come to life. This is what psychologist **Zorana Ivcevic Pringle, Ph.D.**, calls the creativity choice.

In her new book *The Creativity Choice: The Science of Making Decisions to Turn Ideas into Action*, Pringle—a senior research scientist at Yale University's Center for Emotional Intelligence—draws on twenty years of research to dispel one of our most stubborn myths: that creativity is an innate gift reserved for the Albert Einsteins, Steve Jobses, and Coco Chanel of the world. In fact, creativity is a decision. And it is one that anyone can learn to make.

With stories ranging from an entrepreneur who built a national nonprofit, to a YouTuber who turned a hobby into a professional career, to a business leader who established a company culture of innovation, Pringle illuminates how people make creative ideas happen. She shows what it takes to get started, the psychological and emotional tools needed to navigate the creative process, and the social conditions that allow creativity to flourish—from the casual relationships that spark unexpected ideas, to the close bonds that sustain risk-taking and perseverance.

Among her key insights: problem *finding* matters more than problem *solving*; emotions are not obstacles to creativity but valuable information that can be strategically harnessed; and the difference between a one-hit wonder and a consistent innovator often comes down to the quality of one's social network. Pringle also explores why people who genuinely want to be creative so often avoid it, and how accepting the anxiety that accompanies originality is itself the first creative act.

Pringle studies the role of emotion, emotional intelligence, and self-regulation in creativity and well-being, as well as how to use the arts (and art-related institutions) to promote emotion and creativity skills. She will be in conversation with **Marc Brackett, Ph.D.** (FAN '19, '25), the founding director of the Yale Center for Emotional Intelligence, a professor in the Child Study Center at Yale University, and the author of the 2019 bestselling book *Permission to Feel* and 2025's *Dealing with Feeling*.

This event is suitable for youth ages 12 and up. It will be recorded and available on FAN's website and YouTube channel.

Sponsored by **FAN**, in partnership with The Alliance for Early Childhood, The Avery Coonley School, Avoca D37, Baker Demonstration School, Barrington D220, Beacon Academy, Bennett Day School, Bernard Zell Anshe Emet Day School, Brickton Montessori School, British International School of Chicago, Catherine Cook School, Compass Health Center, Countryside Day School, The Cove School, Evanston Scholars, Evanston Township HS D202, Family Service Center, Foundation 65, The Frances Xavier Warde School, Francis W. Parker School, Glencoe D35, Glenview Public Library, Gorton Center, Hyde Park Day School, Illinois Student Assistance Commission, Kenilworth D38, Lake Bluff D65, Latin School of Chicago, Leo Catholic High School, Libertyville D70, Lycée Français de Chicago, Magnetar Capital, North Shore Country Day, Northwestern University Office of Neighborhood and Community Relations, Northwestern University School of Education and Social Policy, Pope John XXIII School, Regina Dominican High School, Resurrection College Prep High School, Rogers Park Montessori School, Roycemore School, Santa Clara University School of Law, Science & Arts Academy, The Sonia Shankman Orthogenic School, Stevenson High School D125, Township High School D113, Township High School D214, TrueNorth Educational Cooperative #804, UChicago Network for College Success, Wilmette Public Library, Winnetka D36, Wolcott College Prep, Woodlands Academy, Youth & Opportunity United.