Compared to the past our society puts more and more pressure on the performance of students that may not be whenever sufficient. There is emphasis put on performance at all levels of school. The aim of this work is to research available theoretical knowledge and to asses which sort of motivation influences significantly creativity of students and pupils. Taking into account current theories of motivation and theory of creativity and it's development, the work will be focused on specific and actual research in czech practice. Based on analysis of current theories and actual research it will arise a new overview that can be provided to the teachers as recommendation how to appropriately engage students and pupils into creative activity.