

Creativity

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<http://webbits3.appstate.edu/apples/study/Creativity/be.htm>
"Creativity and Innovation: Steps to Creative Thinking" CareerTrack Publications.

Four questions

- What is creativity?
- What is innovation?
- What is creative thinking?
- What are creative people?

Our Definitions

- Creativity: Bringing into existence an idea that is new to you.
- Innovation: The practical application of creative ideas.

Our Definitions

- Creative Thinking: A talent that you were born with and a set of skills that can be learned, developed, and utilized in daily problem solving.
- Creative People: Those people who do not block their innate creativity and who focus their ability in various aspects of life.

YOU ARE ALREADY CREATIVE!

- In what areas of life do you display your creativity (hobby, work, relationships, public speaking, art, music, crafts)?
- What was the most creative thing you did as a child?
- Where in your life would you like to apply more creativity?
- What people (living or dead) are or were creative in ways that impressed you?

Creativity Quotient

- How high is your C.Q.?
- Score 3 for always, 2 for sometimes, 1 for once in a while, 0 for never.

Results

- A score of 41-48 shows you have a very high creativity quotient.
- 36-40 shows you're mentally ready to explore more of your creativity.
- 30-39 indicates that you have yet to discover your true creative capacity.
- If you scored below 29 you may be surprised by the increase in your creativity after this course!
- You don't know yet how creative you can be!

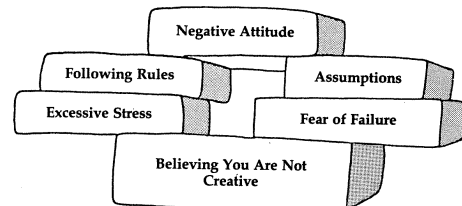
So, what are some benefits to being more creative at work?

Increasing your creativity at work can

- Help you make the best use of your talents, aptitudes, and abilities.
- Enhance the enjoyment of your job.
- Cause you to have more self-confidence.
- Cause you to be a more valuable employee.
- Enhance your opinion of yourself as a proficient problem solver.
- Cause you to become more self-motivated.
- Help you to feel more innovative
- Give you a greater sense of control and mastery over your job.

What are some blocks to creativity?

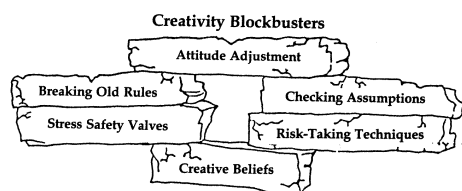
What are some blocks to creativity?



What can be done?

- If you discover what is blocking your creativity, you can then develop a **blockbusting** strategy.

What can be done?



BLOCK 1: NEGATIVE ATTITUDE BLOCKBUSTER: ATTITUDE ADJUSTMENT

- Exercise (HANDOUT-2)
 - Please do the exercise on Attitude Adjustment Scale
 - Please rate your attitude.
 - Read the statement and circle the number where you feel you belong.
 - If you circle a 10, you are saying your attitude could not be better in this area; if you circle a 1, you are saying it could not be worse. Be honest.

Results

- A score of 90 or greater is a signal that your attitude is "in tune" and no adjustments seem necessary;
- a score between 70 and 90 indicates that minor adjustments may help;
- a rating between 50 and 70 suggests a major adjustment;
- if you rated below 50, a complete overhaul may be required.

KEY POINTS

- Pessimists, by nature, turn their attention on the negative aspects of a problem and expend creative energy worrying about possible detrimental outcomes.
- Optimists, liberate creativity by focusing on the inherent opportunities.

THE ONE-MINUTE IDEA GENERATOR

- Take a piece of paper and list as many uses for a paperclip as you can think of.
- For One Minute. Ready--Set--Go.

SIX IDEA GENERATING QUESTIONS

1. What else can it be used for (without any changes)?
2. What could be used instead? What else is like this?
3. How could it be adopted or modified for a new use?
4. What if it were larger (thicker, heavier, stronger)?
5. What if it were smaller (thinner, lighter, shorter)?
6. How might it be rearranged (reversed)?

A 1-2 day Course would covers:

- Learning to bust the blocks to your creativity
- Using creativity to solve problems
- Working on Case Studies
- Managing creativity within your organization (building the right climate, helping your group to develop their creativity, avoiding ideas killers)
- Selling your creative ideas to your boss
- And of course, learning more creativity games and exercises and much more!