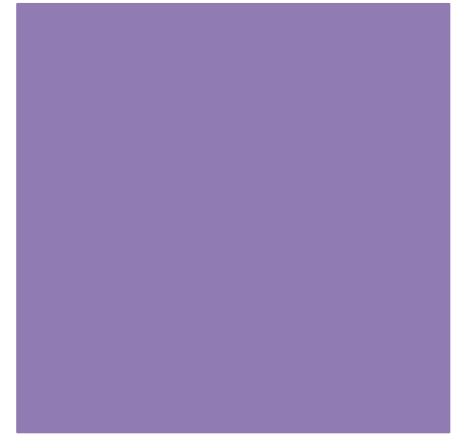




# Creativity

Unit 1.2:  
We are all creative



Innovation and creativity mentality  
advancement in SMEs



Erasmus+

# + We are all creative

This unit presents different ways the creativity is understood and shows the components of creativity.

Aims:

- Explain what constitutes creativity and how it is perceived.

Learning Outcomes:

- The learner should be able to define the elements of creativity
- The learner should be able to train/learn creative thinking
- The learner should be able to apply creative thinking in solving everyday problems.





# Mental Barriers

What can stop us from understanding and solving problems?



## Mental barriers

A collection of misconceptions, misunderstandings, biases, mindsets, predispositions, assumptions, and emotions that prevent a person from understanding, identifying, or comprehending a problem and solving it.



Let's start by doing some fun and educational puzzles.  
Most of these have have a simple solution  
BUT  
You may need to get past a mental barrier to find it.



# We are all creative

Creativity puzzles no. 1



Brainstorm to find a possible explanation for this situation



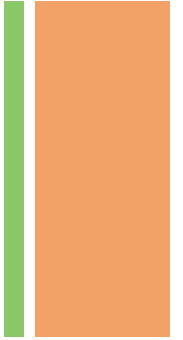
5 minutes

An ordinary citizen of (please insert the name of your country), with no ID with himself visits over thirty foreign countries in one day. He is welcomed in each country and leaves a thing in each place.



# We are all creative

Creativity puzzles no.1. - possible solution

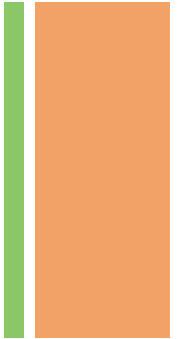


A man is a courier and he delivers packages to thirty different embassies a day. Embassy is a territory of a foreign country and not the country where it is actually situated.

**Flexibility and originality** are features that lead to creative solution here.

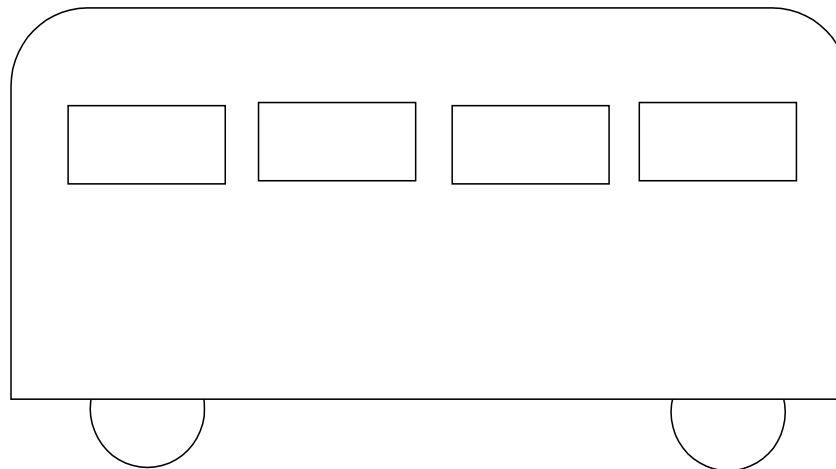


# We are all creative



Creativity puzzles no.2. Thinking outside the box

- In what direction does this bus go?



5 minutes



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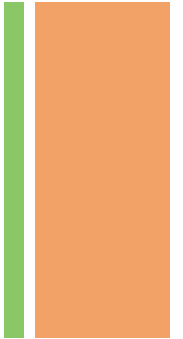


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# We are all creative

Creativity puzzles no. 2 - solution



It goes to the left (or right) depending on what side of the road you drive!

BUT

You can't drive it anywhere unless you can get into the bus

Did you notice?

There is no door!



# We are all creative

## Creativity puzzles no 3

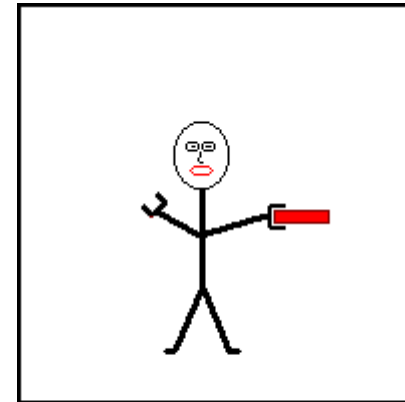


Brainstorm to find a possible solutions for this situation



5 minutes

The picture shows a person holding a block of wood.  
What will happen to the piece of wood when the person lets it go?



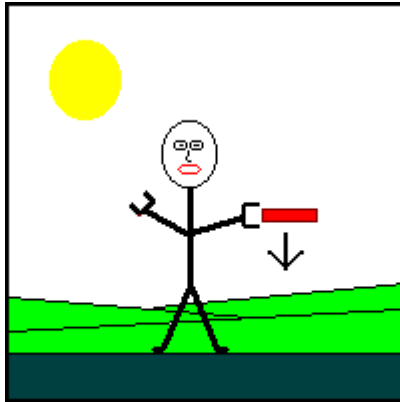
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# We are all creative

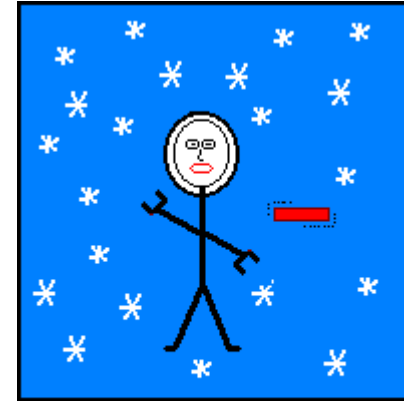
Creativity puzzles no. 3



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***Seeing things differently, observance and not being subject to group standards*** are steps towards creativity.



# Characteristics of creative people

How do creative people think?



How did you find the solution for the creativity puzzles?



# Characteristics of creative people

How do creative people think?

- ➡ Openness to experience
- ➡ Curiosity and persistence
- ➡ Thinking outside the box, observance, not being subject to group standards, flexibility and originality
- ➡ Seeing things differently
- ➡ Willingness to accept risks. Not afraid of failure



# Characteristics of creative people

These are some common characteristics. Try to apply creative thinking in solving everyday problems by doing the following:

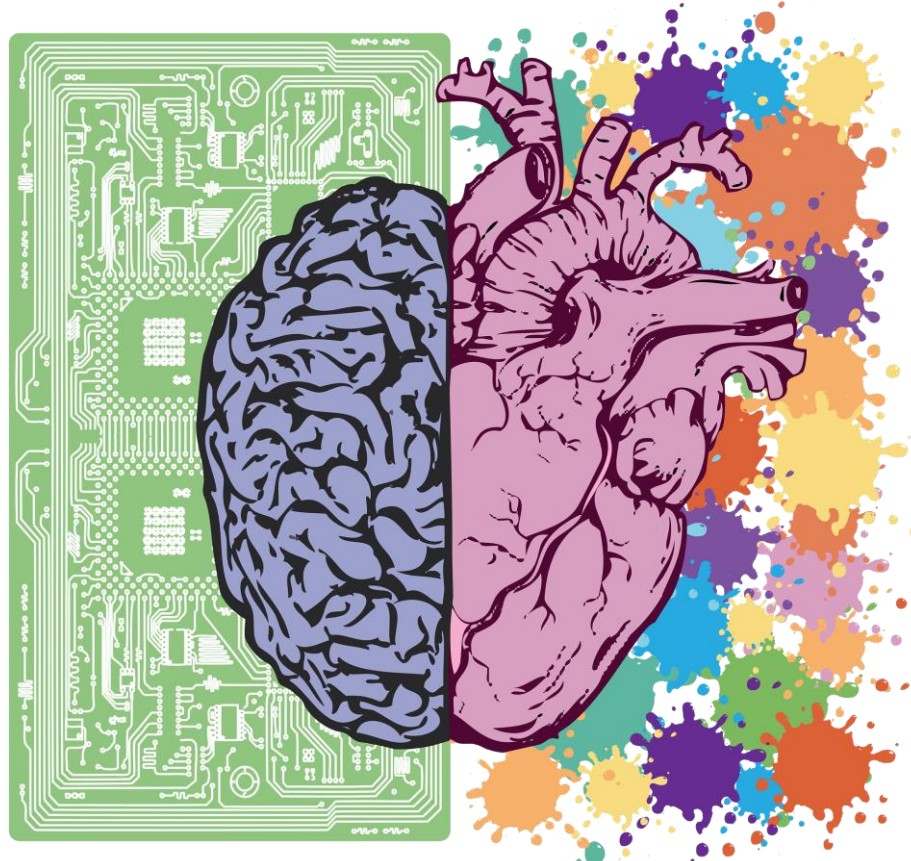
- ➡ Choose to be creative. Every person has the power to choose to be creative.
- ➡ Capture your best ideas. Imagine we can only remember 10% of the ideas that come up to our mind. Start putting down all of your ideas.
- ➡ Distance yourself mentally from the problem. Imagine you are a 7-year-old or you moved in time 10 years ahead. What solution comes to your mind then?
- ➡ Switch off self - critique
- ➡ Sleep the problem over and when you wake up think the problem over without getting out of the bed (frontal lobe responsible for critical thinking is still deactivated)



# Characteristics of creative people

Where is the creativity born?

- TALKING AND UNDERSTANDING OTHERS
- THINKING LOGICALLY
- ANALYZING
- CALCULATING
- IDENTIFYING THINGS BY TOUCH
- WRITING



- ARTISTIC FLOW
- ABSTRACTIVE THINKING
- COMING UP WITH NOVEL THINGS
- IMAGING THINGS IN SPACE

BRAIN LOBES AND THEIR FUNCTIONS



# Characteristics of creative people

Where is the creativity born?



Researchers used to think creativity was higher in right-brain thinkers.



These days they believe the level of communication between the two lobes of the brain is more important.



Communication and synchronization between the lobes can be learned e.g. lazy eights exercise. Lift your left hand and put the thumb up. Starting from the middle, slowly draw an eight symbol to the left. Watch the thumb moving. Repeat with right hand.



# Characteristics of creative people

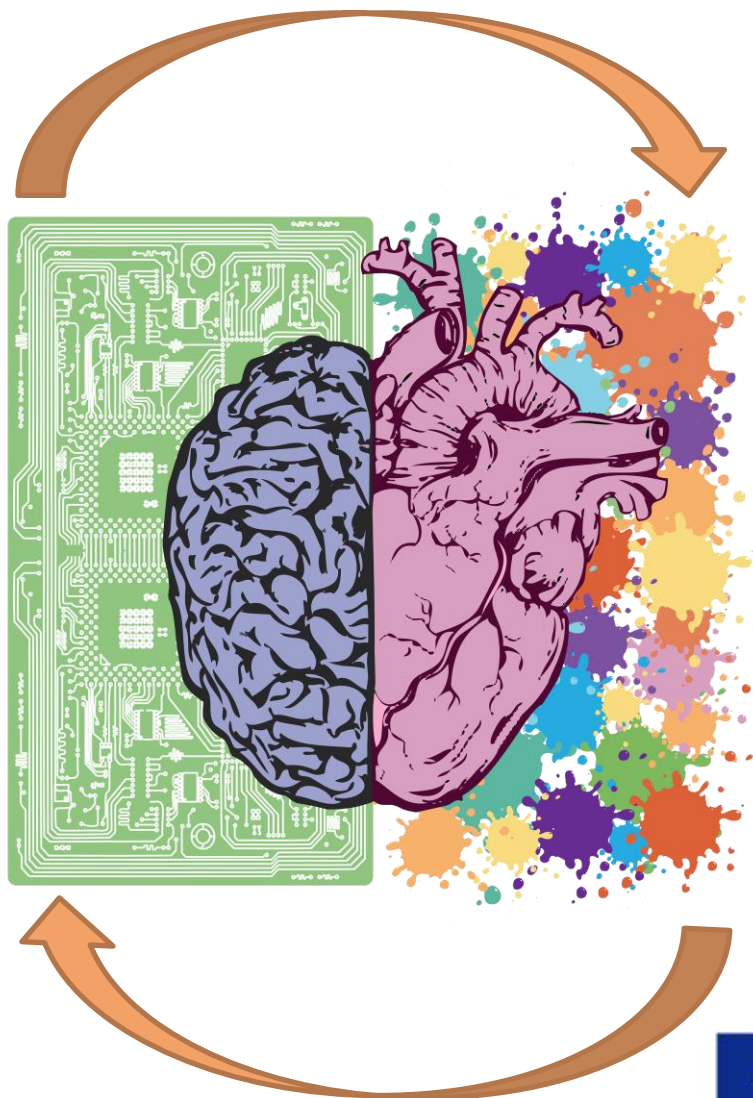
Where is creativity born?

Define problem logically

Critically evaluate the choices

Generate other possibilities

Plan how to implement the chosen options



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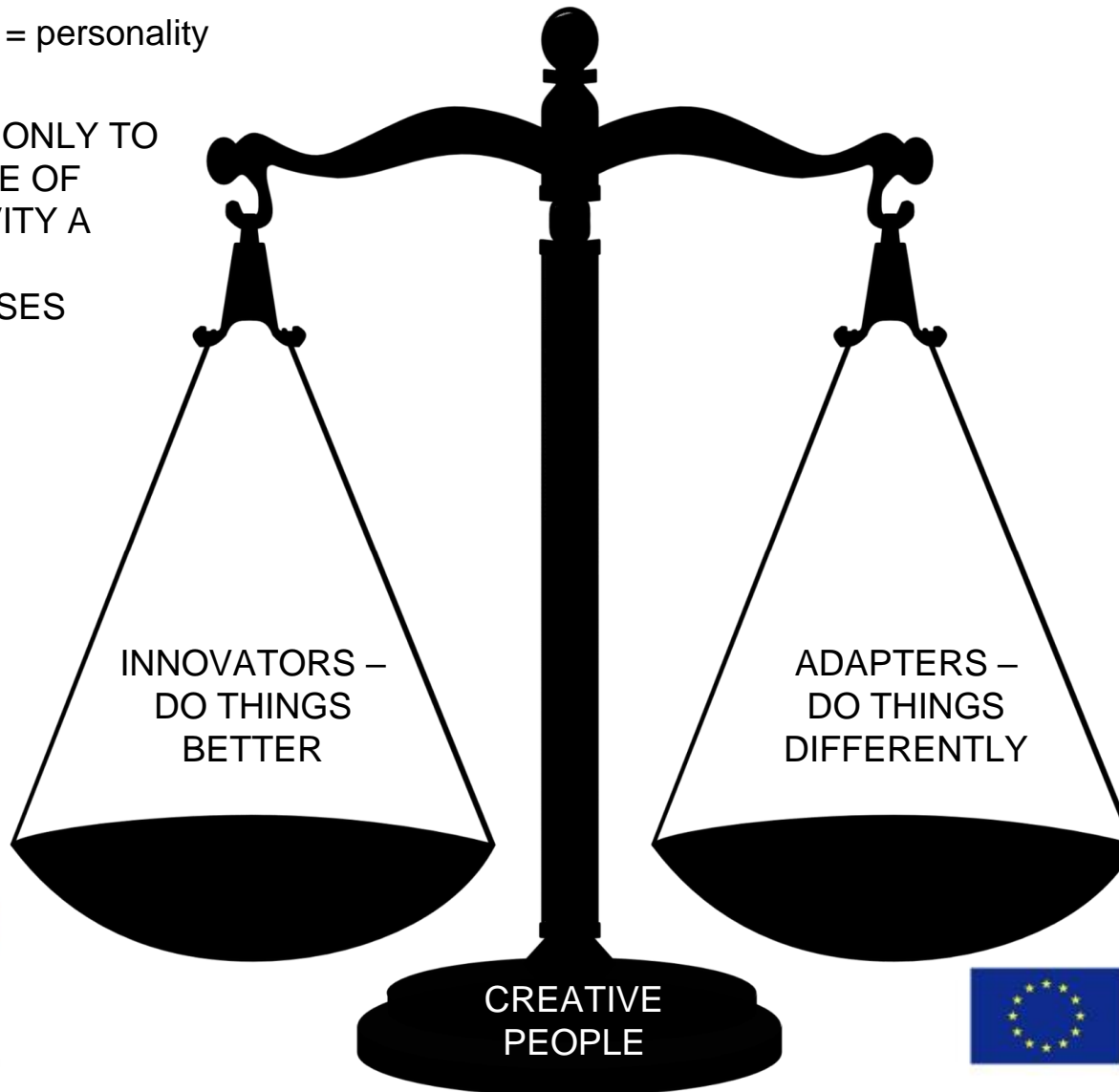
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# Concepts of creativity

Creativity = personality

REFERS ONLY TO  
THE TYPE OF  
CREATIVITY A  
PERSON  
POSSESSES



IN  
CRE  
MENTA

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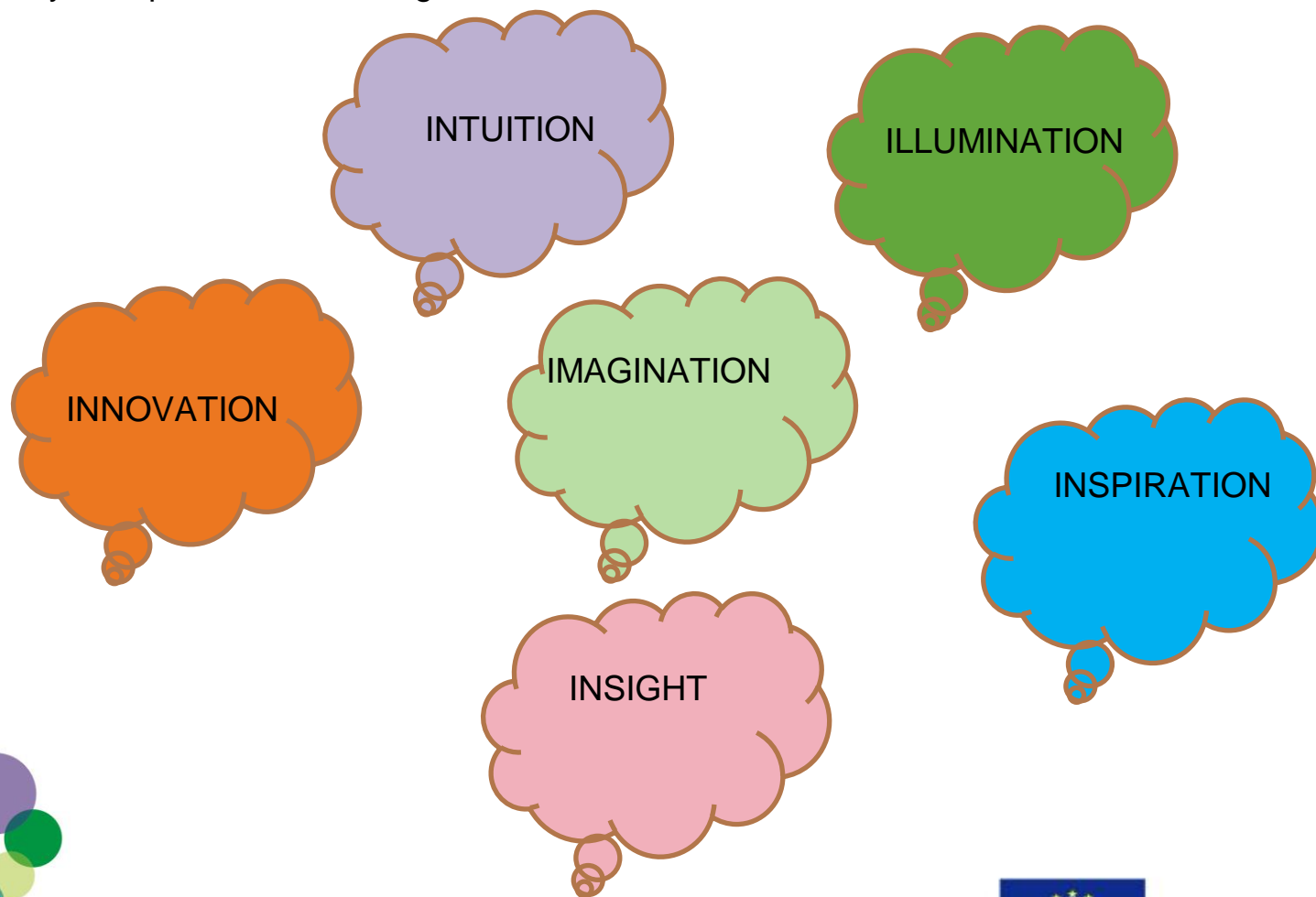
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# Concepts of creativity

Creativity as a process of thinking





# Concepts of creativity

## Creative products

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*Creativity is the ability to produce work that is both novel (i.e. original, unexpected) and appropriate (i.e. useful, adaptive concerning time constraints)*

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- ➡ Value depends on the cultural environment, traditions, customs, social environment, knowledge, availability of information etc....
- ➡ Most things are modifications or transformations of what has already existed.

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*Creative product is the result of the ordinary thought processes of ordinary individuals*

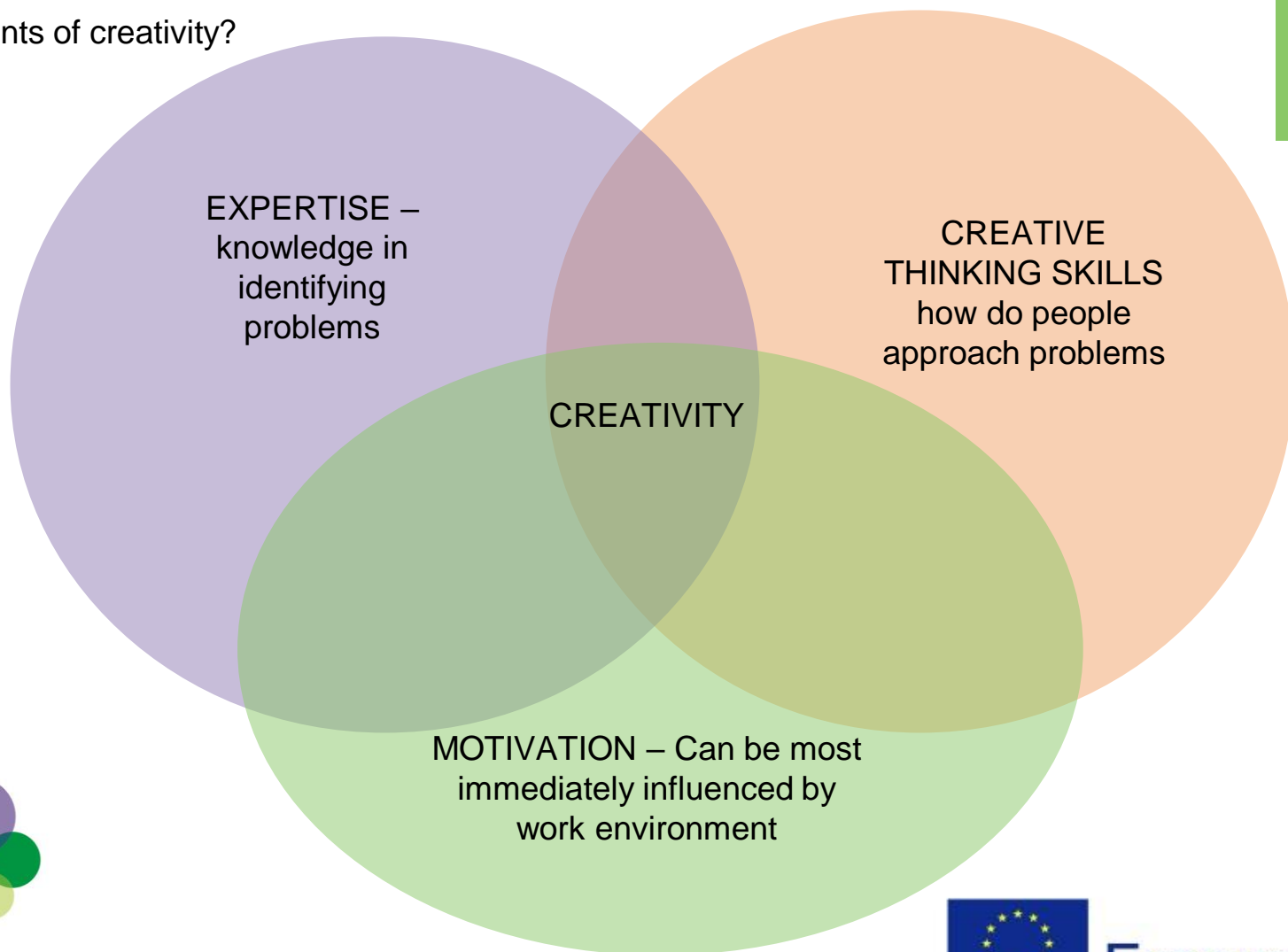
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- ➡ **Creativity can be learned!**



# Concepts of creativity

Elements of creativity?



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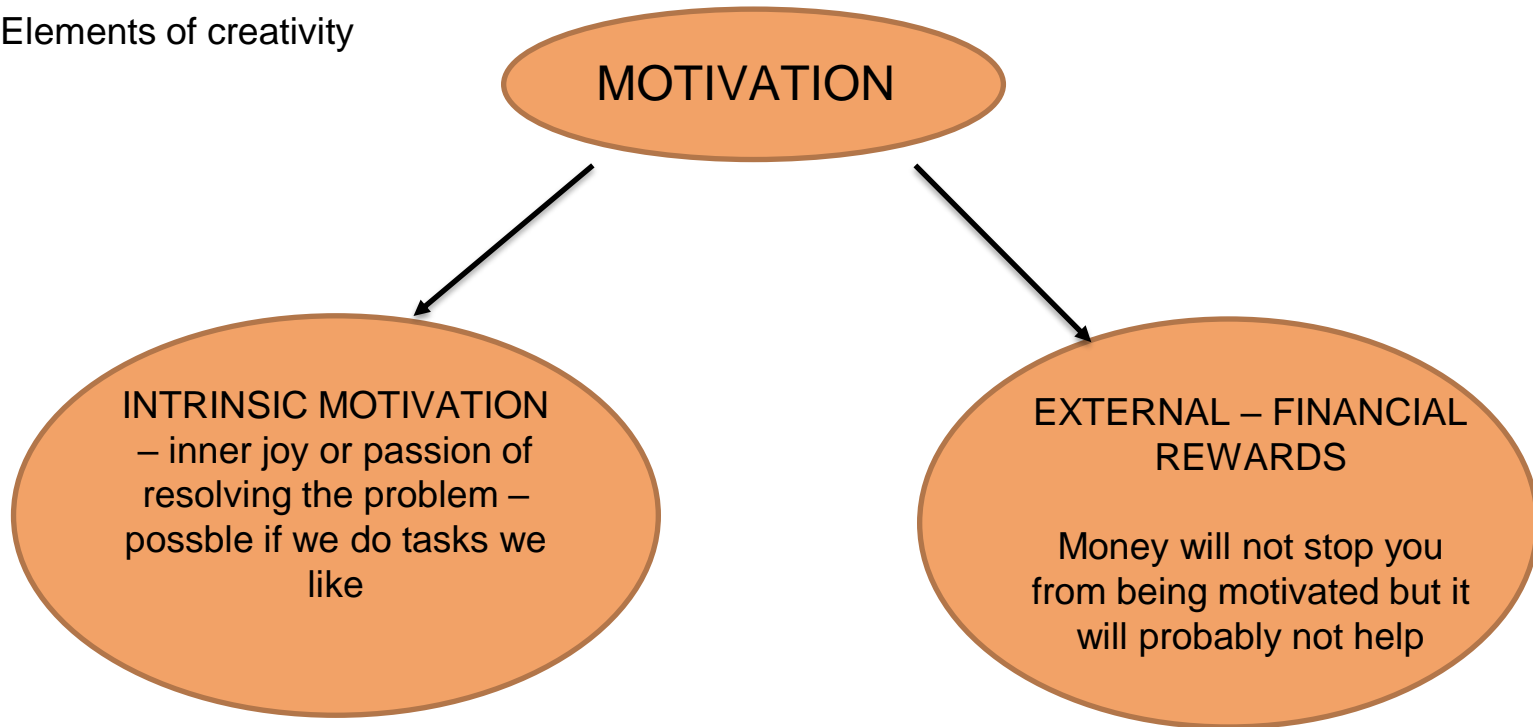


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# Concepts of creativity

Elements of creativity



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*The creative mind plays with the objects it loves – Carl Jung*

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# Learning Aids

- Amabile T., A model of creativity and innovation in organisations.
- Amabile T., How to kill creativity, Available at:
- Tom Kelley's videos - available at YouTube

## Topic Review

**This topic describes the characteristics of creative people.**

**It explains the ways creativity can be defined – through personality, process or product.**

**It shows that creativity is a combination of three components: expertise, creative – thinking skills and motivation and presents how they can be supported by managers to increase the creativity level.**