

# CHAPTER 3



# Creativity

- **Meaning and definition of Creativity:**

1. “Torrence define creativity as a process of becoming sensitive to problems, deficiencies, gaps of knowledge, missing elements, and so on, identifying the difficulties, search for solutions, formulating hypothesis about the deficiencies, testing and retesting hypothesis and possibly modifying and retesting them and finally communicating results.”

# CREATIVE PERSON

- A person who has the ability to make new things or involving in the process by which new ideas are involved which is usually executed in an unusual manner is called a creative person.

# A CREATIVE MIND INCLUDES

- Think differently
- Craft without criticism
- Respect all efforts
- Have faith about the existence of solution for a given situation

# CREATIVE THINKING

## *Creative Thinking Definition*

Creative thinking is actually both capacity to blend or synthesize to present suggestions, images, or experience in unique ways and the expertise of thinking, responding and dealing in a creative way characterized by a higher level of development, risk taking and divergent thinking.

# INFLUENCE

- Influence refers to the ability of an individual to affect behaviour in a desired way so as to stimulate the expected outcome.
- **EXAMPLE:** A manager exerts influence on his subordinates to get the work done in an expected manner so as to accomplish the organisational goals.

# CREATIVITY TOOLS

- Focus
- People
- Tools
- Time



# 3 Components of Creativity





# IMPORTANCE OF CREATIVITY

- It offers convenience
- Acts as a motivator
- Breaks barriers
- Brings efficiency and effectiveness
- The best catalyst
- A resourceful solution

# ELEMENTS OF CREATIVITY

- Learn
- Finding relationship between facts
- Make a list
- Avoid interruption
- Broad perspective
- Take risks
- Enjoy the creation process
- Implement
- Expertise
- Creative skills
- Intrinsic task motivation: love to work
- Opportunity
- Value
- Intentional

# FACTORS INFLUENCING CREATIVITY

- Confront assumptions
- Exhibit curiosity
- Imaginative
- Management practices
- Risk taking
- Involvement
- Performance
- Team diversity

# METHODS OF ENHANCING CREATIVITY

- Stimulate yourself
- Identify creative moods
- Give space for yourself
- Avoid ideal time
- Leadership
- Enhance imagination
- Situations
- Capture ideas
- Variation
- Brainstorming
- Evolve ideas
- Thinking out of the box

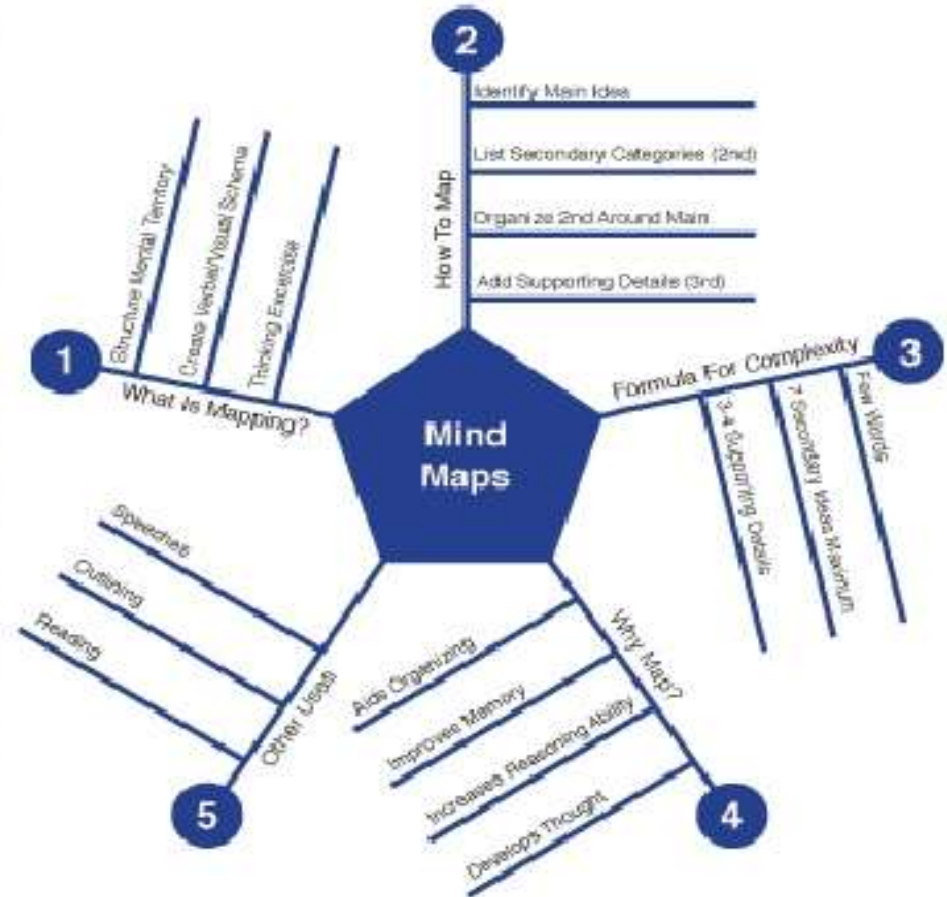
# TECHNIQUES OF CREATIVITY

- Mind mapping
- Method 635
- Mental provocation
- Morphological box

# Mind mapping

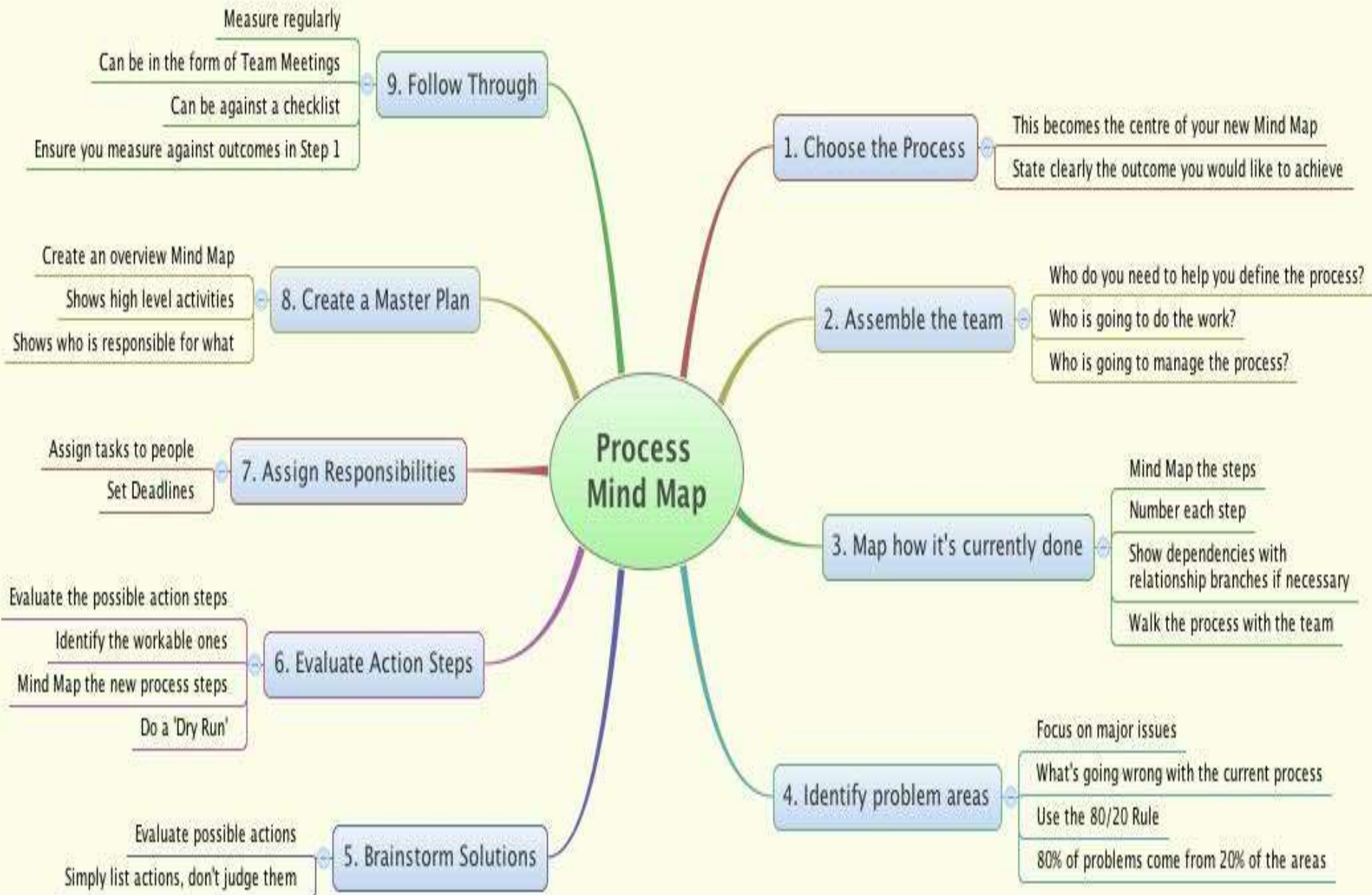
## Definition

- A **Mind Map** is a diagram used to represent words, ideas, tasks or other items linked to and arranged around a central key word or idea. It is used to generate, visualize, structure and classify ideas, and as an aid in study, organization, problem solving, and decision making.





# PROCESS OF MIND MAPPING



# METHOD 635

- a group-structure brainstorming technique
- aimed at aiding innovation processes by stimulating creativity
- In brief, it consists of 6 participants supervised by a moderator who are required to write down 3 ideas on a specific worksheet within 5 minutes
- The outcome after 6 rounds, during which participants swap their worksheets passing them on to the team member sitting at their right, is 108 ideas generated in 30 minutes. The technique is applied in various sectors but mainly in business, marketing, design, writing as well as everyday real life situations.

# MENTAL PROVOCATION

- Mental provocation is the creativity technique developed by Edward de Bono.
- It involves the person to think in new ideas.
- It allows the person to look at things from a different perspective.
- It helps a person to make distance with that of a problem.

# MORPHOLOGICAL BOX

- It is a method that involves a systematic approach to the development of ideas, working with the help of a matrix.
- It is suitable for people who are used to think in technical and analytic terms.

# METHODS OF CREATIVITY BY EDWARD DE BOND

- People
- Environment
- Reporting
- Technology
- Decision-making
- Work processes

## BARRIERS TO CREATIVITY

- ▶ Excessive focus on extrinsic motivation
- ▶ Limits set by superiors
- ▶ Critical evaluation
- ▶ Close, controlling supervision
- ▶ Competition in a win-lose situation
- ▶ Control of decision making
- ▶ Control of information
- ▶ Blindly following the rules
- ▶ Constantly being practical
- ▶ Becoming overly specialized
- ▶ Fearing looking foolish
- ▶ Fearing mistakes and failure



# BRAIN STORMING



## Brainstorming Defined

“Brainstorming is a group creativity technique by which a group tries to find a solution for a specific problem by gathering a list of ideas spontaneously contributed by its members.”



# TYPES OF BRAINSTORMING

- Individual
- Group
- Free writing
- Bullet points
- Time travel
- Webbing
- Brain exchange techniques

# ADVANTAGES OR

## Benefits of brainstorming

- Solutions can be found rapidly and economically;
- Results and ways of problem-solving that are new and unexpected;
- A wider picture of the problem or issue can be obtained;
- The atmosphere within the team is more open;
- The team shares responsibility for the problem;
- Responsibility for the outcome is shared;
- The implementation process is facilitated by the fact that staff shared in the decision-making process.





## ➤ Disadvantages of Brainstorming:

- People do not participate easily.
- Discussion can go into too much detail.
- May have repeats of opinions.
- May not end up with usable solutions.

# INNOVATION PROCESS

## The Process of Innovation



# PROBLEM SOLVING TECHNIQUES

- Challenge your assumptions
- Break the problems down into smaller ones.
- Ask three people for their opinions and advice.
- Write down the problem