

The image features a solid blue background with a subtle gradient. At the top, there are several thin, wavy lines in shades of blue and teal, creating a sense of movement and depth. The word "CREATIVITY" is centered in the upper half of the image.

CREATIVITY



Creativity

Meaning

Creativity involves an ability to come up with new and different viewpoints on a subject involves breaking down and restructuring our knowledge about the subject in order to gain new insights into its nature.



IMPORTANCE OF CREATIVITY

- 1. It Offers convenience:** Convenience refers to the ability to reduce difficulty in performing a certain task showcasing measurable results.
- 2. Acts as a motivator:** It is said one need to be motivated to be creative and yet the other way around is also true.
- 3. Breaks barriers:** What was once not possible now becomes possible when a creative outlook is developed



Cont...

- 4. Brings efficiency and effectiveness:** Efficiency exists when optimum benefits is derived out of minimum resources, while Effectiveness exists when the expected or desired results are achieved.
- 5. The best catalyst:** A catalyst is an agent which sets things going in a quicker pace to get to the goal.
- 6. A resourceful solution:** When people are unable to solve problems with money and labour, creativity offers a helping hand. It becomes a resource in itself.

NEED FOR CREATIVITY

- **Time management:** The creative people must identify and prioritize most important work. They must get in right state of mind for focused work.
- **Innovation:** the innovation is a creativity implemented. Innovation is putting idea into practice.
- **Motivation:** Motivation is extremely important in creativity because it drives an individual to persist at problem solving. The creative potential is not fulfilled unless the individual is motivated to do so.

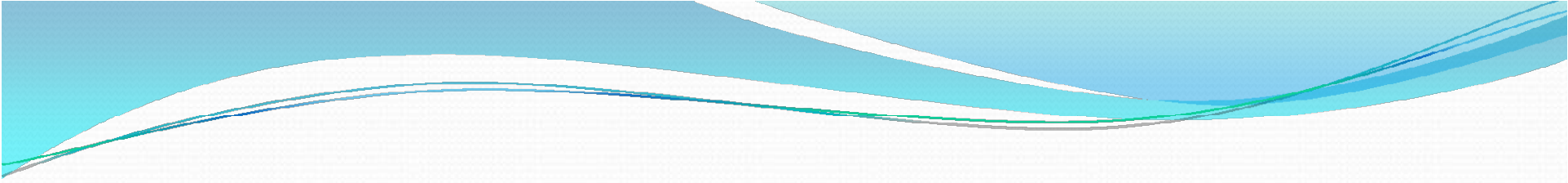
Cont...

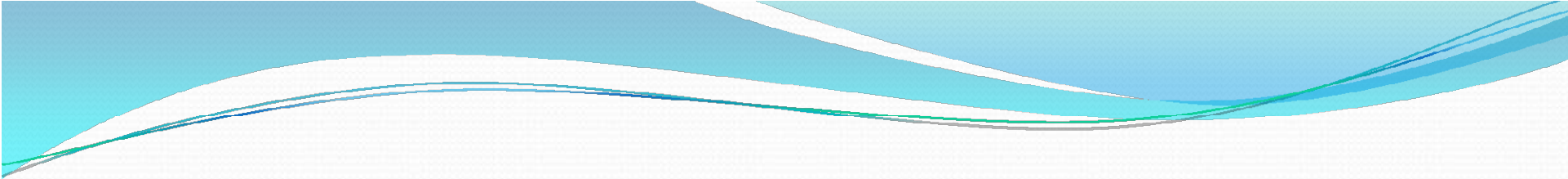
- **Problem solving:** Creativity is all about finding new ways of solving problems and approaching situations. The creative people can solve problems easily than others.
- **Decision making:** Creativity plays vital role in the process of decision making. Creativity helps to generate scientific way and modern approach to organizational problem solving.
- **Enhance productivity**
- **Stress management**
- **Positive thinking**



ELEMENTS OF CREATIVITY

- Learn
- Finding relationship between facts
- Make a list
- Avoid interruption
- Broad perspective
- Take risks
- Enjoy the creation process
- Implement

- 
- **Learn:** in order to achieve their dreams and be successful in life the people must involve themselves in continuous learning process.
 - **Finding relationship between facts:** the creative thinkers produce ideas by finding the relationship between facts. When you see the connection between facts you are able to create something different.
 - **Make a list:** Creative thinker use lists as mental roadmaps. Keeping in mind the habits of creative thinking what is stopping you from making the things on your list a reality.

- 
- **Avoid interruption:** you don't want someone knocking down your ideas before those ideas flourish. First design with your initial instincts. Then tone it down to meet the requirements.
 - **Take risks:** It's okay to be wrong. By definition to be creative you must consider new and therefore untested ideas.
 - **Enjoy the creation process:** Do not focus on the results. Enjoy the process of creations.
 - **Implement:** Don't wait for the perfect moment it won't arrive.

METHODS OF ENHANCING CREATIVITY

- **Stimulate yourself:** the people who involve in stimulating themselves with a variety of new sounds, ideas, conversations taste leads to enhance creativity within self.
- **Identify creative moods:** when people are stressed due to daily routine it is better for them to break the routine and involve in some other activities.
- **Give space for yourself:** the people involving in continuous work lead to stress. The people manage stress by giving space for themselves in busy schedule.



Cont...

- **Avoid ideal time:** the individuals practices to be productive enhance efficiency in them. Effective and optimum utilization of time leads to achievements in life.
- **Leadership:** Leadership is a key linkage between individual creativity, knowledge and organizational innovation. Leadership influences motivation.
- **Enhance imagination:** the enhanced creative imaginative power has helped brilliant thinkers, genius and ordinary people to discover fantastic theories and concepts. The imagination power of the people helps to boost creativity



Cont..

- **Situations** : the people experience majority of ideas into mind in everyday situations. The individual must focus to catch these ideas and work on it in appropriate directions to be successful in life.
- **Capture ideas**
- **Brainstorming**
- **Thinking out of box**



TECHNIQUES OF CREATIVITY

1. Mind mapping
2. Method 635
3. Mental provocation
4. Morphological box

Mind mapping process

A mind map takes the basic format of a tree. It is created around a single word or text placed in the center called as central key word or idea to which associated ideas, words and concepts are added as branches.

Uses of Mind Mapping

- It is an effective tool for problem solving
- It helps to outline the design
- Individuals can express their creativity using mind map.
- It helps in team building
- It enhances workers morale.

Method 635

Method 635 is also known as the 6-3-5 method or brain writing. It is a group creativity technique. The focus is to generate 108 new proposals in half an hour.

The method 635 process

- This technique includes 6 participants who sit in group.
- Each participant is given a sheet of paper with problem for which a solution has to be worked
- Each participant must list 3 proposals for a solution in 5 minutes
- Each participant has to participate in 6 rounds in the duration of 30 minutes.



Mental provocation

It allows the person to look at things from a different perspective. It helps the person to make distance with that of a problem. It stimulates a person to find out solutions to a given problem.

Mental provocation means going crazy in a controlled way. The person takes problem as a starting point they make a statement that is opposite to all their past experience and convictions.



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.

Brainstorming

Process for generating creative ideas and solutions through intensive and freewheeling group discussion. Every participant is encouraged to think aloud and suggest as many ideas as possible.

Process of Brainstorming

- Define the problem
- Decide the number of people
- Appoint one member of the group to write down or record all the ideas generated in the process.
- Announce the time frame within which the activity has to be conducted.



TYPES OF BRAINSTORMING

- **Free Writing** : Write down the first thought that comes to one's mind. It can be used when there isn't enough information available to begin with.
- **Bullet Points** : This begins after writing. For every idea listed in free writing, try building more content to each one of them by use of bullet point
- **Webbing** : Here write an idea in the centre of a sheet of a paper. Circle and write something similar to that. Continue the process and soon you will have a page full of ideas.



Cont...

- **Brain exchange technique:** this is similar to the first one. Once the first set of thoughts are written the members in the team exchange the papers and write more ideas based on what the other person has written.
- **Time travel**



BENEFITS OF BRAINSTORMING

- It stimulates creative thinking
- It helps in decision making
- It helps in forward planning
- It helps in team building
- It helps in problem solving



Problem solving techniques

1. Identify the issues.

- Be clear about what the problem is.
- Remember that different people might have different views of what the issues are.

2. Understand everyone's interests.

- Interests are the needs that you want satisfied by any given solution.
- The best solution is the one that satisfies everyone's interests.

Cont...

- 3. List the possible solutions (options)**
- 4. Evaluate the options.**
 - What are the pluses and minuses?
- 5. Select an option or options.**
- **6. Document the agreement(s).**
 - Don't rely on memory.
 - Writing it down will help you think through all the details and implications.