regoUniversity
NASHVILLE · 2022
The Concepts of Creativity
Your Guide: Jacob Cancelliere

Part I: Introduction

Introductions

- Take 5 Minutes
- Turn to a Person Near You
- Introduce Yourself
- Business Cards

Agenda

- What is Creativity?
- Why do we care about Creativity?
- Our personality types and behaviors
- Types of Thinking
- Using some tools

Open Mic?

What is creativity to you?

What is Creativity?

Creativity is the ability to modify self-imposed constraints

- Ackoff & Vergara (1988)

Self-Imposed Constraints

- How do you self-imposed constraints limit the people in your life?
  - As a parent?
  - A partner?
  - A teammate?
  - A boss?

Let’s Do Some Math

1000
40
1000
30
1000
20
1000
10

4100

What is creativity?

is the production of original ideas that are valuable

How can we look at things differently?

“In the beginner’s mind there are many possibilities, but in the experts, there are few.”

- Shunryu Suzuki

MICHAEL LONG
TRUCK & CRANE HIRE

MICHAEL LONG
TRUCK & CRANE HIRE

MICHAEL LONG
TRUCK & CRANE HIRE

What is Creativity?

- Creativity is an ability or skillset you can grow and improve!

Why Do We Care About Creativity?

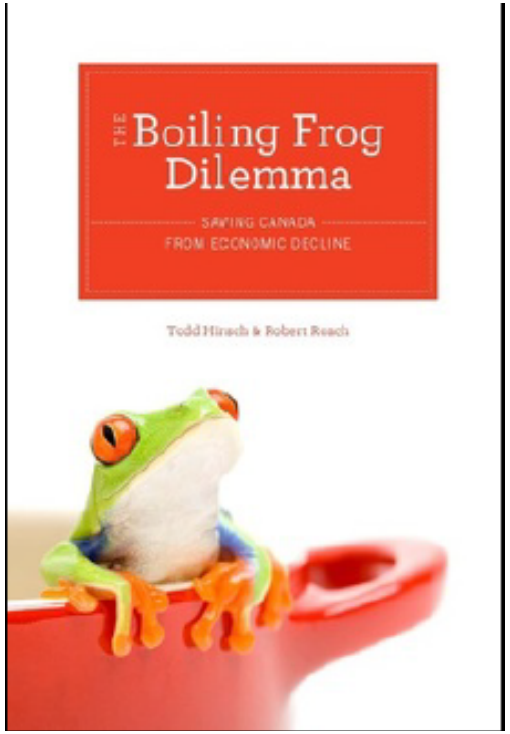
- Being more creative can help us:
  - Personally
  - Professionally
  - Institutionally

- Virtual work has limits and we need to be Creative
  - Improve engagement in longer meetings
  - Reduce meeting durations
  - Team Building
  - Have some fun

Why do we care about Creativity?

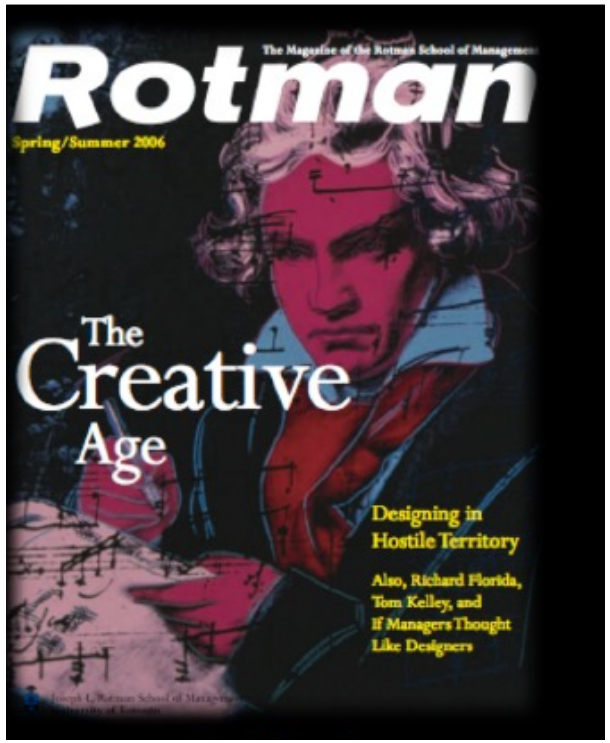
Creativity Supports

- Invention
  - ❑Creating something new
- Innovation
  - ❑Increasing value
- Design
  - ❑Improved



Why do we care about Creativity?

- More than 70% of senior executives report that creativity & innovation is in their top three drivers for growth. Source: McKinsey Quarterly (2008)



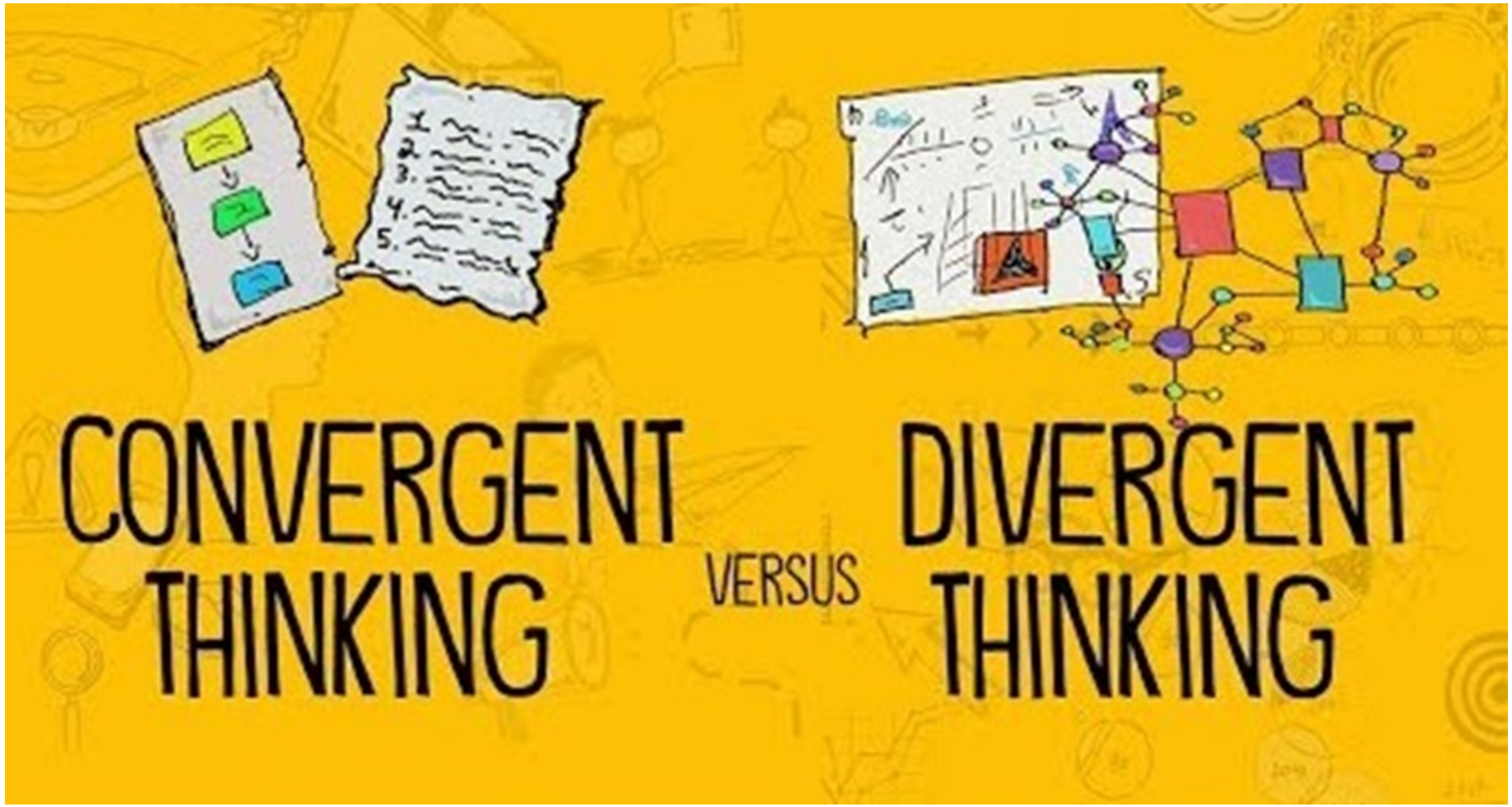
Why do we care about Creativity?

The Future of Jobs World Economic Forum

Top 10 Skills in 2015
1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

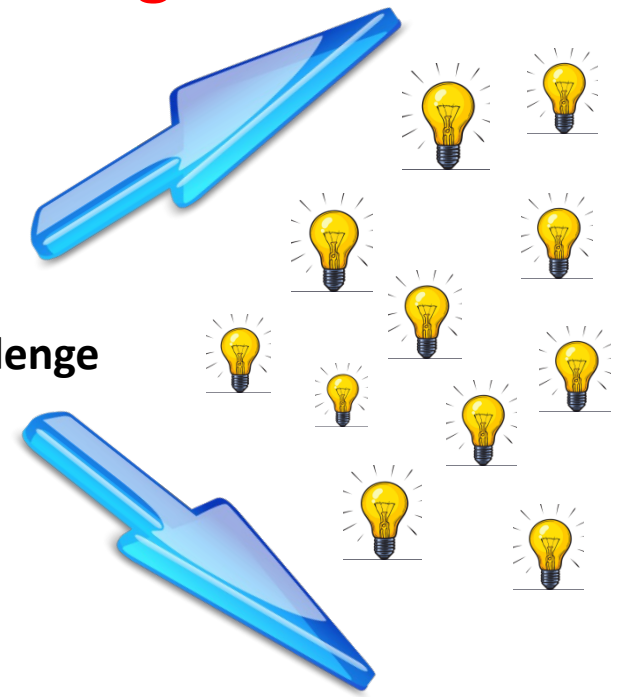
Top 10 Skills in 2020
1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientations
9. Negotiation
10. Cognitive Flexibility

Convergent vs. Divergent Thinking



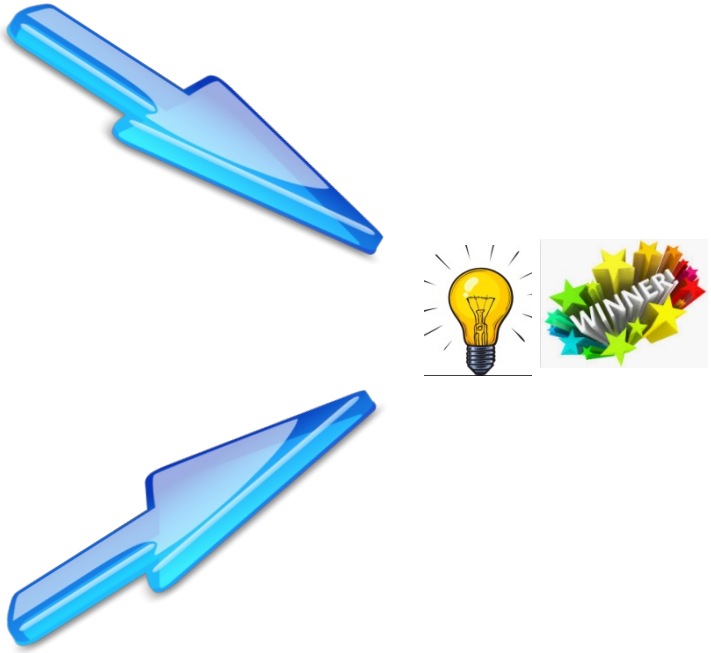
Creativity Concepts

Diverge



Topic or Challenge

Converge



Reduce Bad Habits – Current Meetings

- Problem – Application is running slow

Reduce Bad Habits – Future Meetings

- Problem – Application is running slow

What is Divergent Thinking

- The secret to creating new ideas is to separate your divergent thinking from your convergent thinking. This means generating lots and lots of options before you evaluate them.

1

Defer Judgement
Deferring judgment isn't the same as having no judgment. It just says, "hold off for a while". Avoid judging ideas as either bad or good in the divergent-thinking phase.

2

Combine and Build – Make Connections
Use one idea as a springboard for another. Build, combine, and improve ideas.

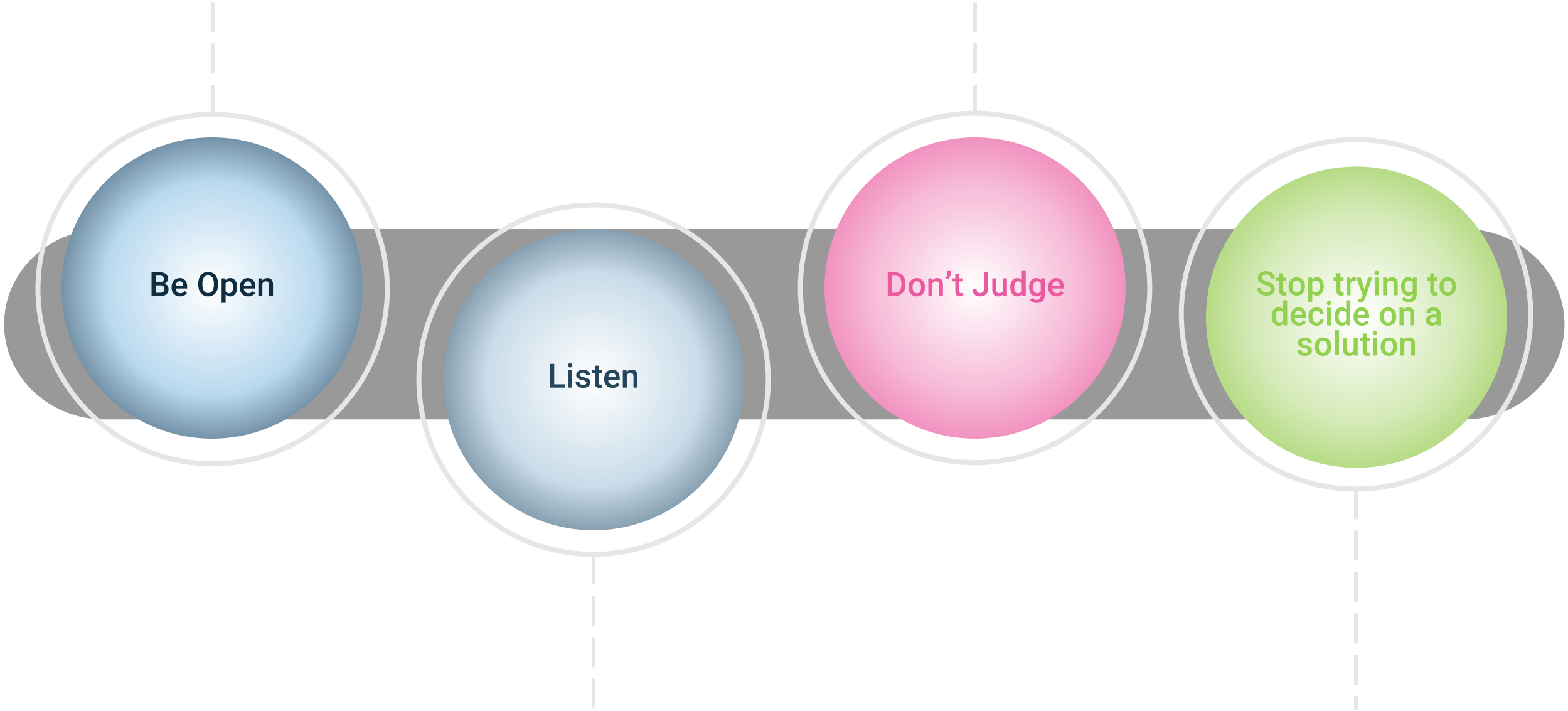
3

Seek Wild Ideas
Stretch to create wild ideas. While these may not work directly, getting way outside the box allows the space to discover extraordinary ideas.

4

Go For Quantity
Take the time necessary and use the tools in this guide to generate a long list of potential options.

Divergent Thinking



Divergent Thinking

- Where should Rego U be next year?

<u>Group Exercise Tools:</u>

- Stick’em up Brainstorming - **5**min
- Brain Writing - **5**min
- Forced Connection - **5**min

Convergent Thinking

- At certain points in the creative process, thinking and focus needs to shift. To select the best of our divergent options, determine their potential value. In the **convergent thinking** process, choice is deliberate and conscious. Criteria are purposefully applied as we screen, select, evaluate, and refine the options, all the while knowing that raw ideas still need development.
- Use the guidelines that follow when it's time to make decisions about the ideas generated by divergent thinking.

1. **Be Deliberate**
   Allow decision-making the time and respect it requires. Avoid snap decisions or harsh judgments. Give every option a fair chance.
2. **Check Your Objectives**
   Verify choices against your objectives in each step. This is a reality check – are the choices on track?
3. **Improve Your Ideas**
   Not all ideas are workable solutions. Even promising ideas must be honed and strengthened. Take the time to improve your ideas.
4. **Be Affirmative**
   Even in convergence, it's important to first consider what's good about an idea and judge for the purpose of improving, rather than eliminating, ideas.
5. **Consider Novelty**
   Do not dismiss novel or original ideas. Consider ways to tailor, rework, or tame.

Convergent Thinking

- Which Idea is the best?

Selection:

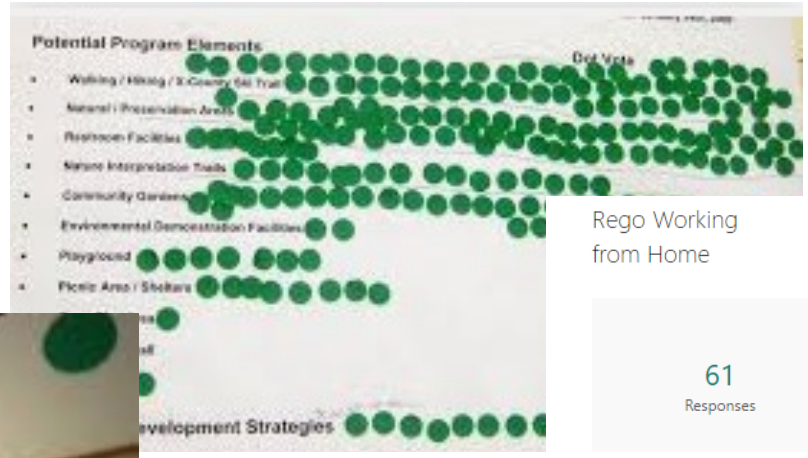
Dot Voting

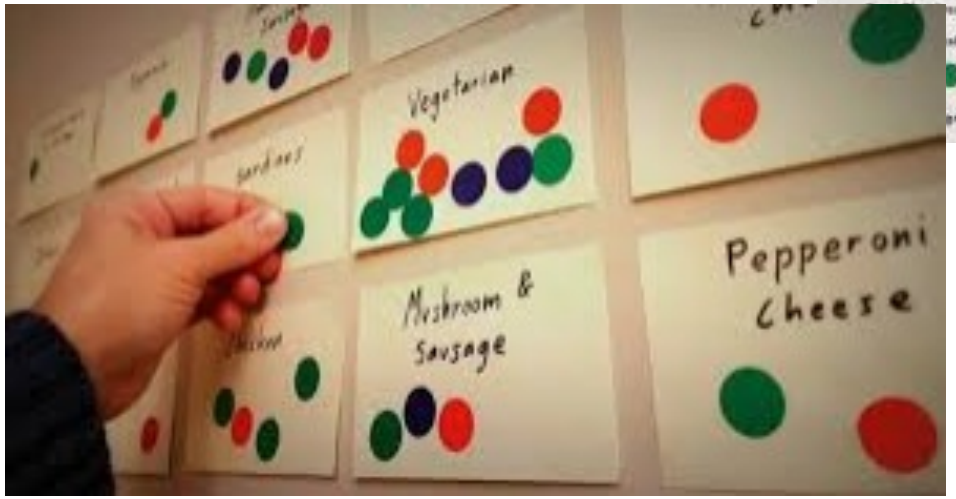
Evaluation Matrix or Pairwise

* The last 3rd rule

Convergent Thinking

- Dot Voting





Rego Working from Home

61 Responses | 12:51 Average time to complete | Active Status

View results | Open in Excel

1. Please rank the advice below in order from 1-10. 1= the most valuable advice when working from home. Add any new recommendations in the text space in question 2.

More Details

Rank	Options	First choice ... Last choice
1	Dedicated working space, som...	
2	Invest in the equipment you n...	
3	Create house rules to ensure e...	
4	Accept your new reality (interr...	
5	Build breaks into your schedul...	
6	Allow for non-work human int...	
7	End your work day when it wo...	
8	Get dressed as if you are goin...	
9	Create a visual work space. W...	
10	Turn on the camera – actually ...	

2. Other advice you would like to share on creating a productive home/virtual work environment:

* The last 3rd rule

Convergent Thinking

- PairWise

Vacation Ideas	Cruise	Italy	Disney	Paris	Winnipeg	Chicago	Delaware	Cancun	Hawaii	Camping in Alaska	SCORE
Cruise		1	0	1	1	1	1	0	0	1	6
Italy	0		1	0	1	1	1	1	1	1	7
Disney	1	0		1	1	1	1	1	1	1	8
Paris											0
Winnipeg											0
Chicago											0
Delaware											0
Cancun											0
Hawaii											0
Camping in Alaska											0

* The last 3rd rule

Questions?

Thank You For Attending regoUniversity

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- Click on **Certifications**
- Click on **Maintain My Certification**
- Click on **Visit CCR's** button under the **Report PDU's**
- Click on **Report PDU's**
- Click on **Course or Training**
- Class Provider = **Rego Consulting**
- Class Name = **regoUniversity**
- Course **Description**
- Date Started = **Today's Date**
- Date Completed = **Today's Date**
- Hours Completed = **1 PDU per hour of class time**
- Training classes = **Technical**
- Click on **I agree** and **Submit**

Let us know how we can improve!
Don't forget to fill out the class survey.

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