



regoUniversity

SAN DIEGO • 2023

Creativity and Creative Problem Solving

Your Guide:
Jacob Cancelliere

Learning Objectives

- At the conclusion of this session, participants will be able to:
- Challenge themselves to think differently
- Improve meetings they facilitate
- Build creative team environments
- Find a new passion for Creative Problem Solving

Introductions

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



Key Takeaways

- No matter how you define Creativity, it is a skillset you can grow
- Simple changes to our management style can unlock huge potential in your teams
- Creativity can improve your relationships, team management and personal development goals

Agenda

- What is Creativity?
- Why do we care about Creativity?
- Creativity Fundamentals - Types of Thinking
- Using Simple Creativity Tools
- Summary

Part 1:

What is Creativity?

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



Let's Do Some Math to Warm Up Our Brains!

1000

40

1000

30

1000

20

1000

10

What is Creativity?

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

REDMOND EBOS







What is Creativity?

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

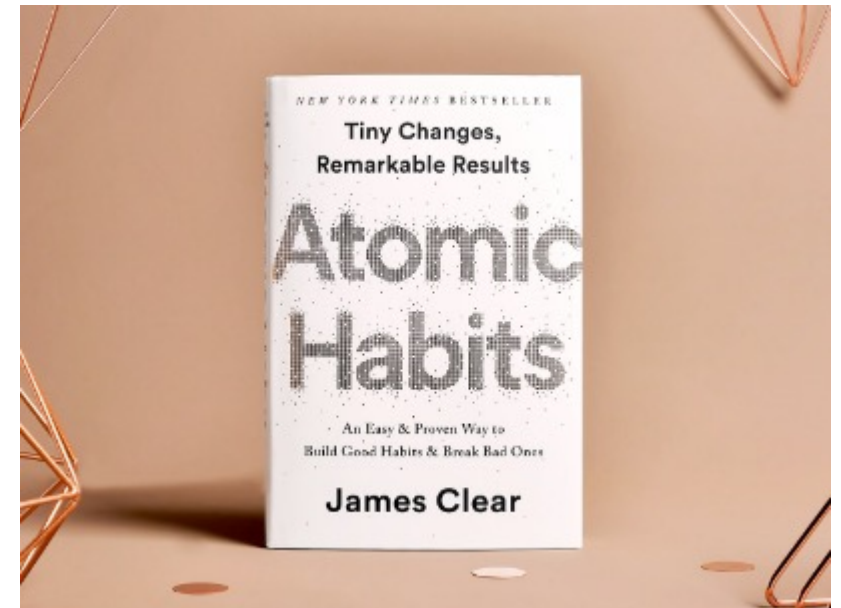


Building Creative Habits



"With the same habits, you'll end up with the same results. But with better habits, anything is possible."

- Conventional Wisdom is to set actionable goals, but
 - In a game, Winners and Losers both set a goal to win
 - Goals are a moment in time
- Goals are great to set a direction, but key to success is really to establish good habits that will lead you to those goals and beyond
- Habits are the systems or mechanism to achieve goals



Building Good Habits in our Teams



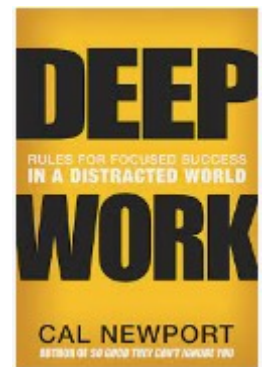
- How can we build Healthy Team environments where we foster Creativity?
 - **Goal:** You Must Submit a Status report **Habit:** Sharing Issues as they arise
 - Remove Judgement to Increase Transparency and Trust
 - **Goal:** Get Your Timesheet Done **Habit:** Able to articulate work. What was worked on and what may have been missed
 - Plan and predict resource needs
 - Create balanced work environment

Deep Work



“Deep work is about focusing without distraction on cognitively-demanding tasks”

“Shallow work is any logistical or administrative task that can be done even while distracted”



Deep Work



- Todo List vs Time Boxing
 - Block time for work, not just meetings
- A day without meetings??
- Make time for making time
- Unavailable 1 week every 6 weeks

Part 2:

Why Do We Care About Creativity?

Why Do We Care About Creativity?

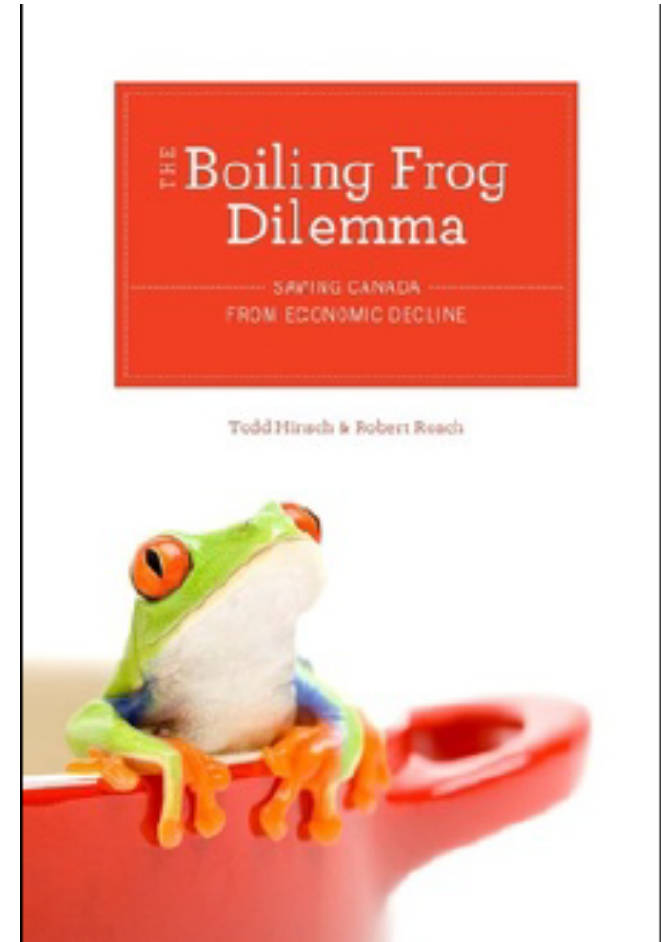
- Being more creative can help us:
 - ✓ Personally
 - ✓ Professionally
 - ✓ Institutionally

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

Why Do We Care About Creativity?

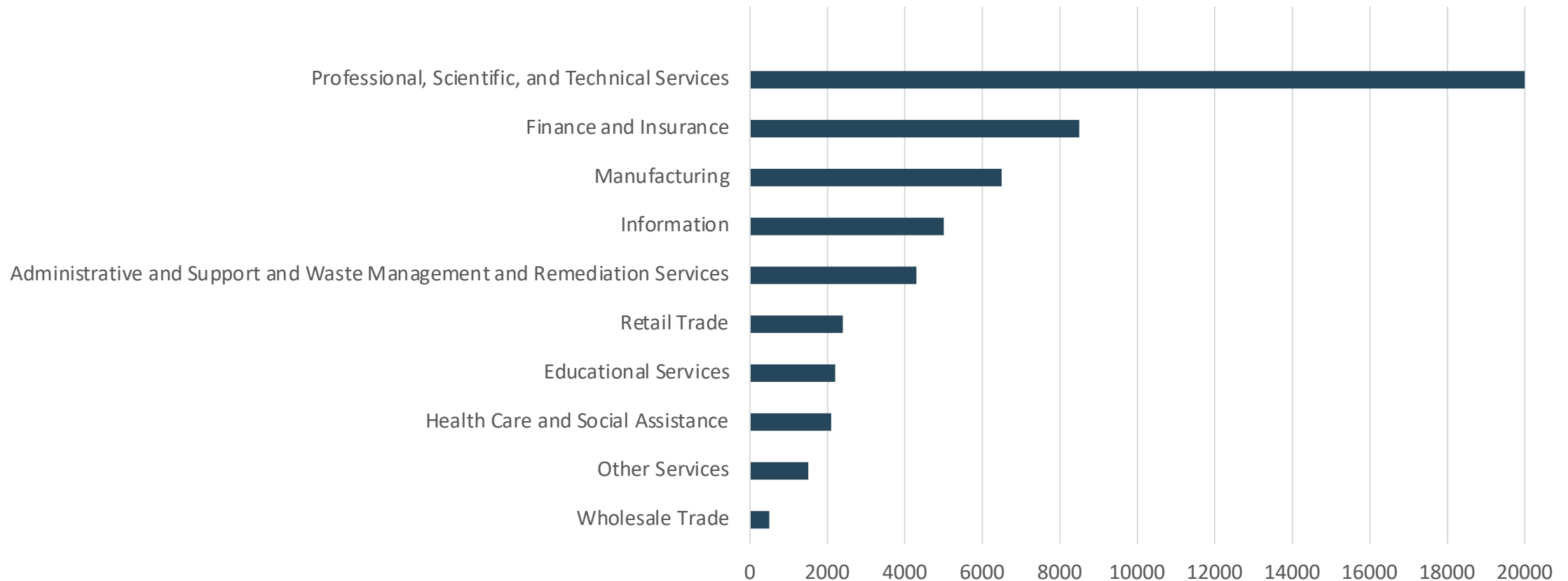
Creativity Supports

- Invention
 - Creating something new
- Innovation
 - Increasing value
- Design
 - Improved Quality and Novelty



Why is Creativity Important?

Top Industries Hiring Those With Design Thinking Skills



Source: <https://online.hbs.edu/blog/post/importance-of-creativity-in-business>

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

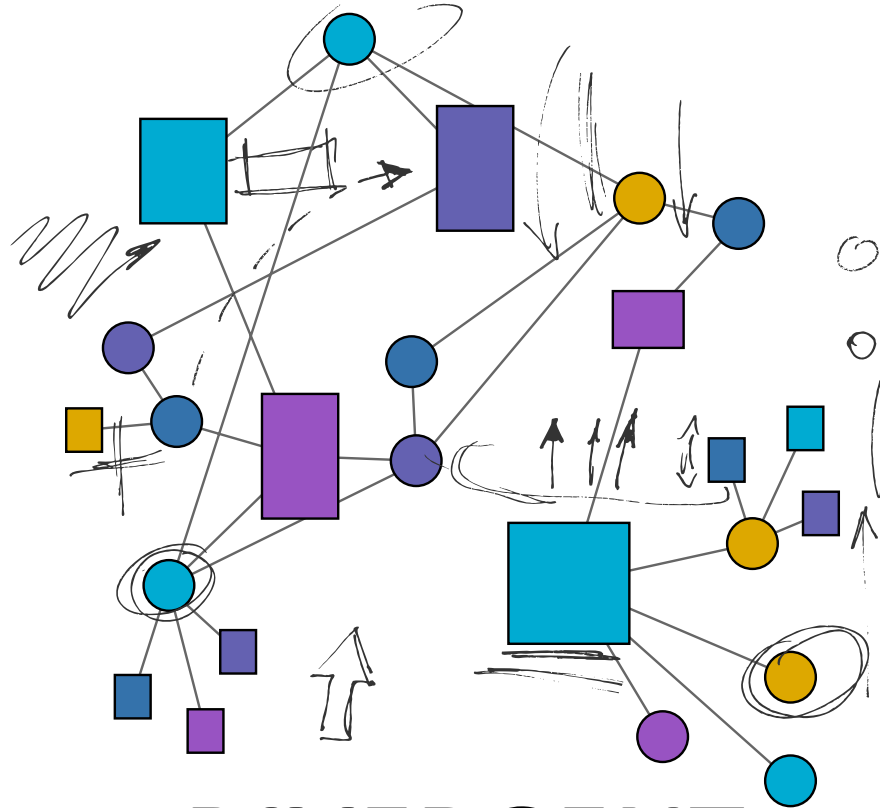
Top 10 Skills in 2020

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

Part 3

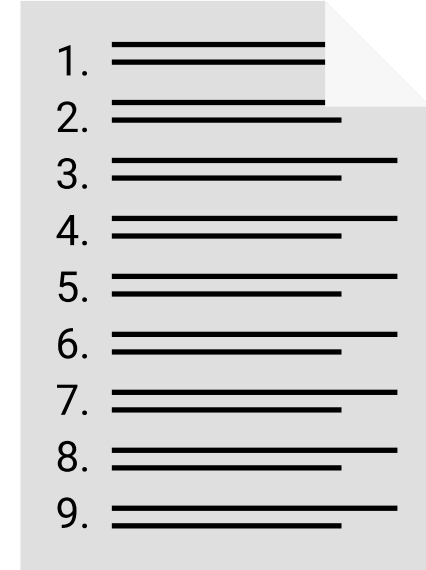
Creativity Fundamentals - Types of Thinking

Divergent vs Convergent Thinking



**DIVERGENT
THINKING**

VS.

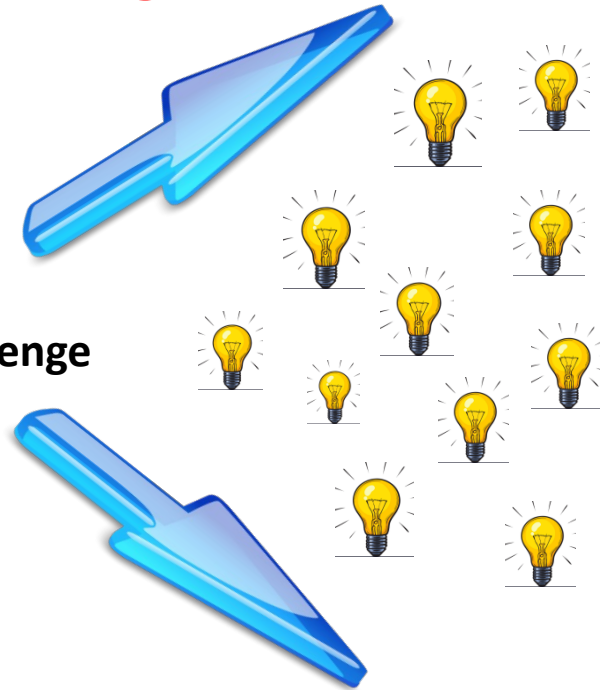


**CONVERGENT
THINKING**

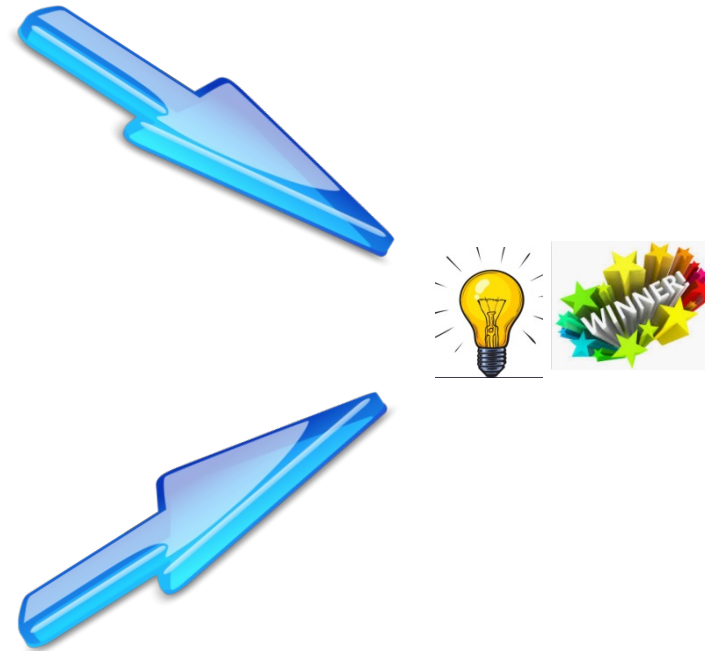
Creativity Concepts

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

No
Judgement,
all Ideas are
welcome



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

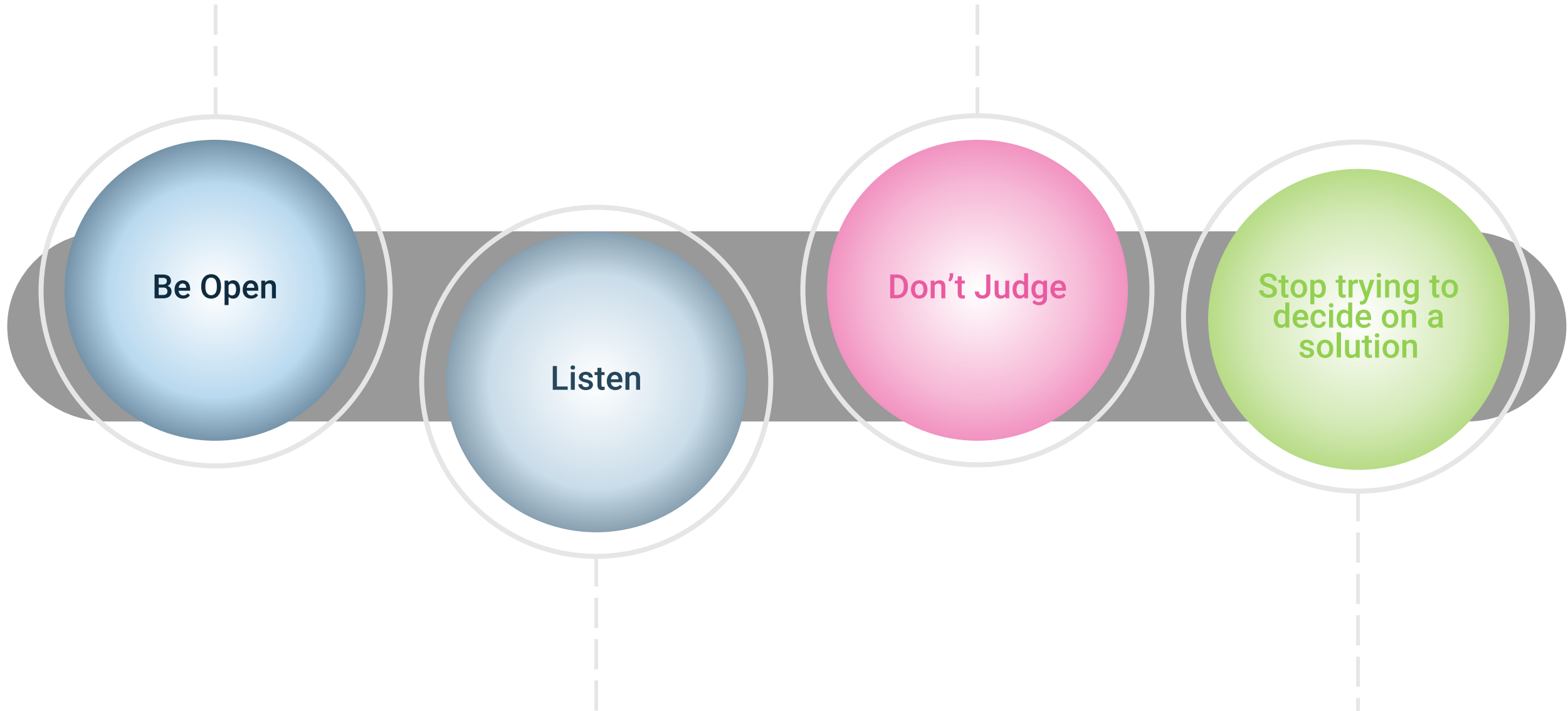
Stretch to create wild ideas. While these may not work directly, getting way outside the box allows the space to discover extraordinary ideas.

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?



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.

Part 4

Using Simple Creativity Tools

Divergent Thinking

Group Exercise Tools:

- Stick'em up Brainstorming
- Brain Writing
- Forced Connection



Stick'em up Brainstorming

- Write it down, stick it up. This tool is as easy as that.
- State the problem or issue to be explored. Give background data.
- Write one idea per sticky note in headline form. Do not go into detail.
- Write legibly! Others will need to read what you've written.
- Post it on the wall or whiteboard
- Group together into themes

Example

Challenge: "How can we improve innovation"



Brain Writing

- This tool is like brainstorming with the 'mute' button on. It's done quietly, allowing time to reflect, consider and elaborate on other ideas.

When to use:

- To generate ideas that are easier to implement.
- To generate options with introverted, quiet people.
- When an intimidating person is in the group.
- When you can't get everyone in the same location, and you need to collaborate virtually – use a tool like MS Planner.

Example

Las Vegas – Go to shows and have great dinners	Cruise – great meals and see multiple countries	Disney World – great fun for the kids and all in one place
Alaska – see the Northern Lights	Italy – see where grandpa is from, amazing food	NYC – Broadway and tours
Island – Any beach vacation for pure relaxation	BC – sea to sky	Hawaii – just <u>have to</u> go there at some point

Forced Connections

- Looking to really stretch beyond the ordinary? Forced Connections is a powerful creativity tool that helps to break free of the limits of logical thinking.
- This tool jars your brain back into creative action by forcing a connection between your challenge and a completely unrelated object.



Convergent Thinking

Which idea is the best?

Selection:

Dot Voting

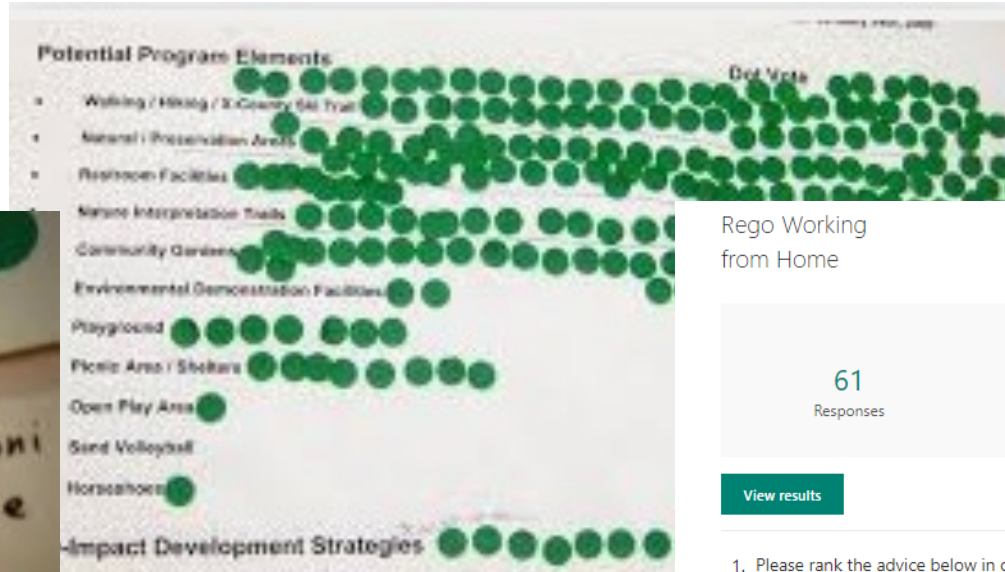
Evaluation Matrix or Pairwise

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

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

Summary

Summary

- Using Creativity training and tools can improve your ability to be more creative
 - Improve meetings you facilitate
 - Build creative team environments
 - Challenge yourself to think differently
- Creativity is a skill set you can grow with training and practice
- Creativity training and tools can inject new energy into your management style and capabilities

Questions?



Surveys

Please take a few moments to fill out the class survey.
Your feedback is extremely important for future events.



Thank You For Attending Rego University

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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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Rego Consulting



Let's Connect on LinkedIn

Thank you!

Let's continue the conversation! Connect with me on LinkedIn!