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Concepts of Creativity
Your Guide:
Jacob Cancelliere

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)

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

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

RECOVERY

MICHAEL LONG
TRUCK & CRANE HIRE

MICHAEL LONG
TRUCK & CRANE HIRE

MICHAEL LONG
TRUCK & CRANE HIRE

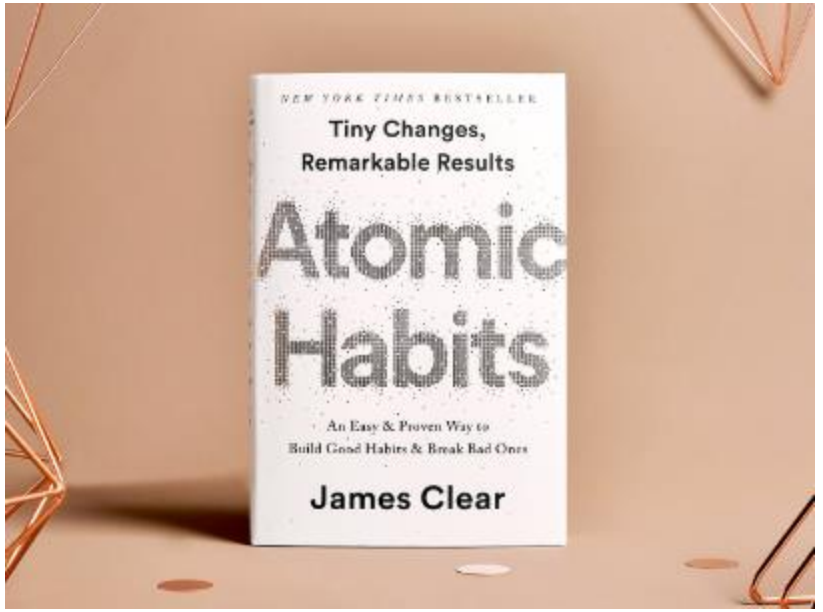
What is Creativity?

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

Building Creative Habits

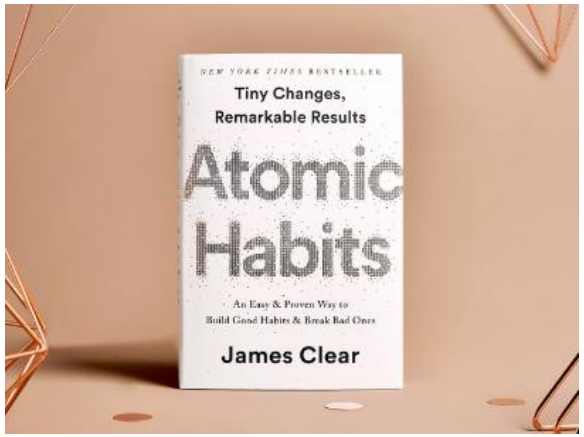
"With the same habits, you'll end up with the same results. But with better habits, anything is possible."

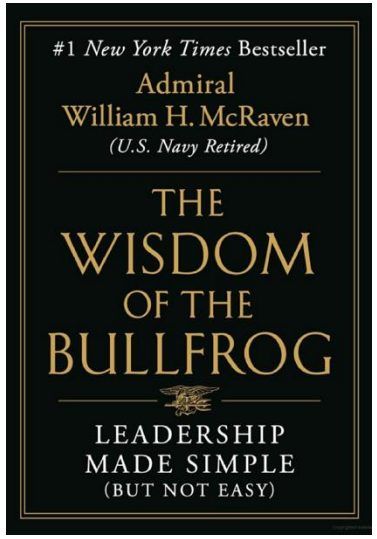
- Conventional Wisdom is to set actionable goals, but:
  - In a game, Winners and Losers both set a goal to win
  - Goals are a moment in time
- Goals are great to set a direction, but key to success is really habits that will lead you to those goals and beyond
- Habits are the systems or mechanism to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



Let's Dive Deeper into Habits

- https://www.youtube.com/watch?v=fB-qAfXDVaE
- https://www.youtube.com/watch?v=KgzLzbd-zT4





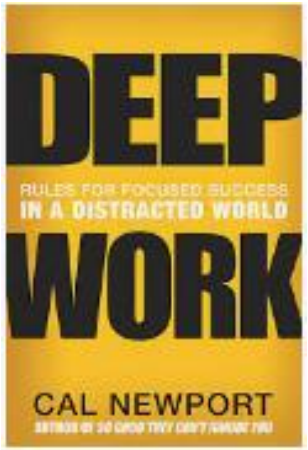
Building Good Habits in our Teams

- 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 activities. What was worked on and what may have been missed
    - Plan and predict resource needs
    - Create balanced work environment

Deep Work

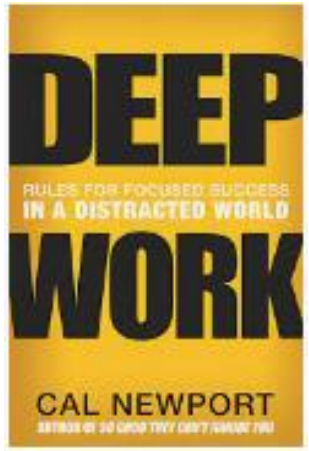
"Deep work is about focusing without distraction on cognitively-demanding tasks"

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



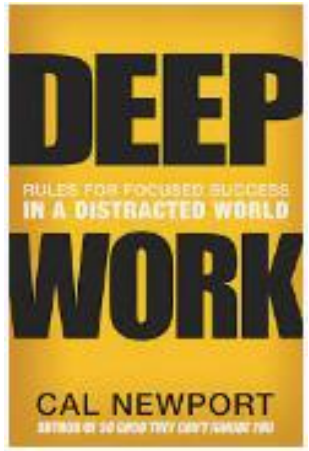
Deep Work

- To-do 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



Deep Work

- Allocate time to Unknown!



Part 2:

Why Do We Care About Creativity?

Why Do We Care About Creativity?

- We can identify and reduce bad habits, get our entire team involved
- We can build new skills and feel confident to share Ideas
- We can structure tough tasks, complex problem solving

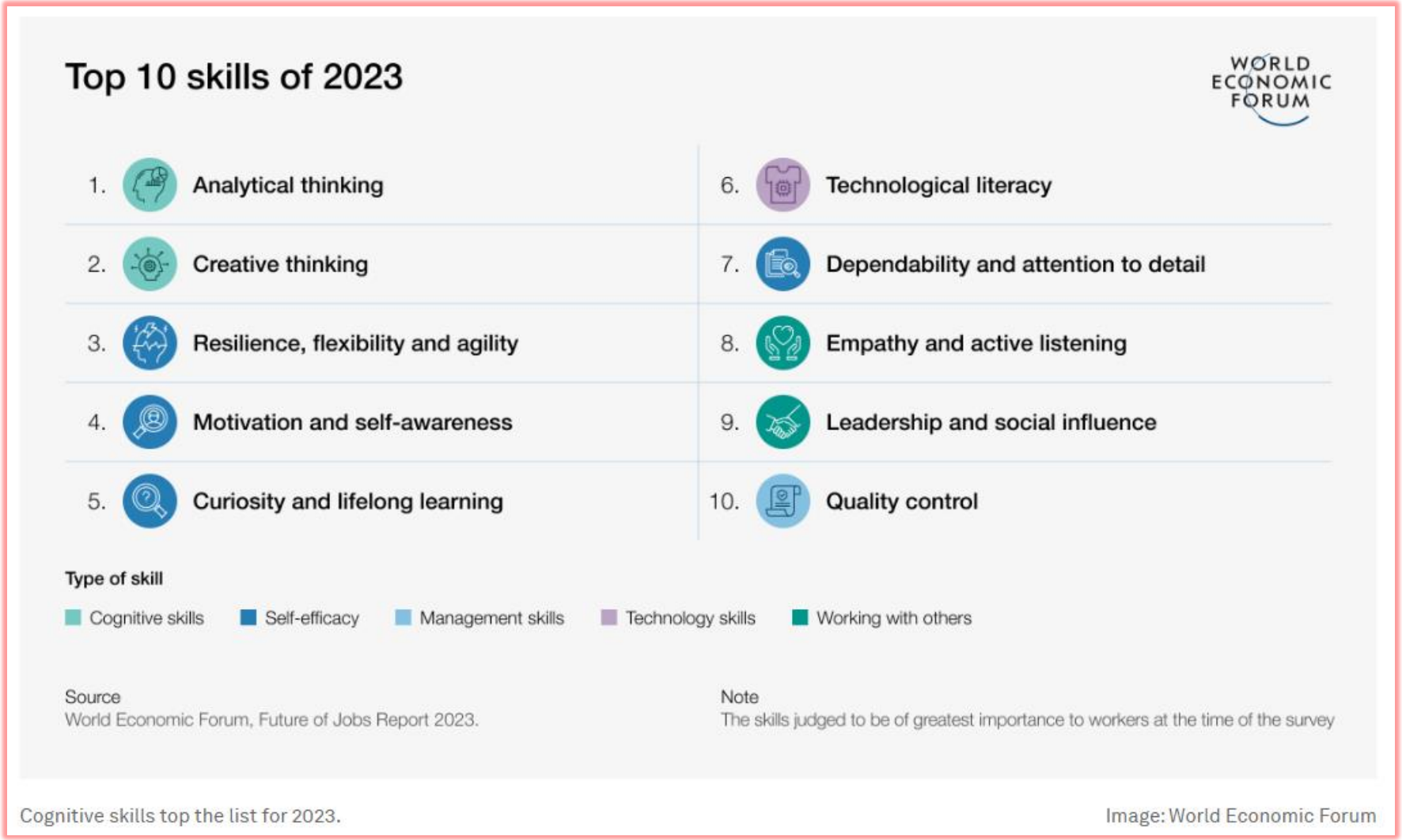
Reduce Bad Habits – Current Meetings

- Problem – Application is running slow

Reduce Bad Habits – Future Meetings

- Problem – Application is running slow

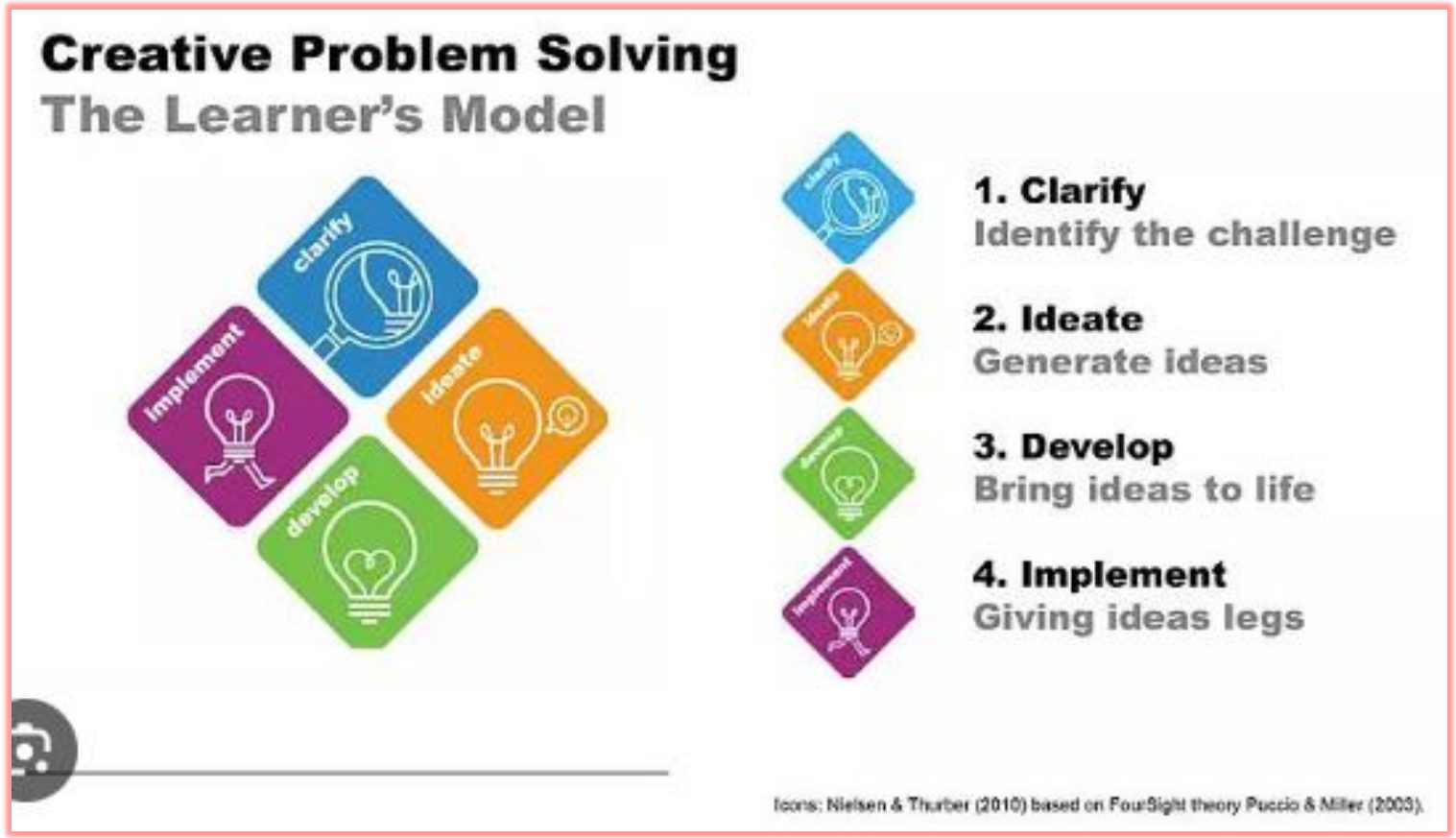
Build New Skills



Cognitive skills top the list for 2023.

Image: World Economic Forum

Build New Skills



https://www.foursightonline.com/team-assessment

Solve Complex Problems

Problem solving tools

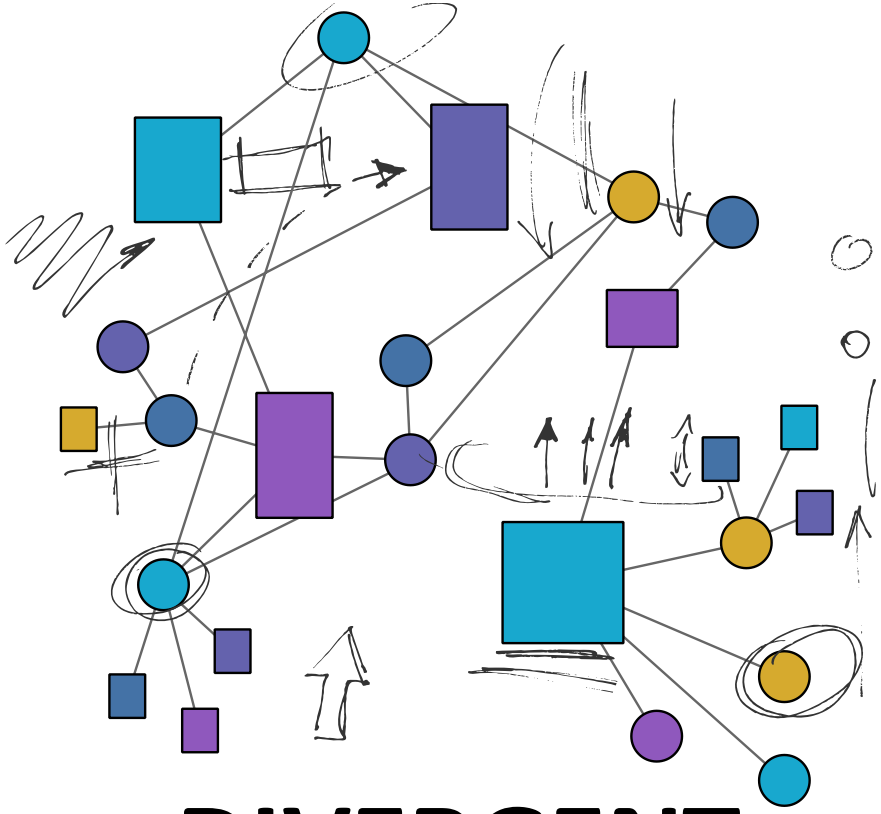
From sources across the web

Fishbone diagram	Flowcharts	Whys
Failure mode and effects analysis (f...	Pareto chart	Brainstorming
Concept maps	Control charts	Pareto charts

Part 3

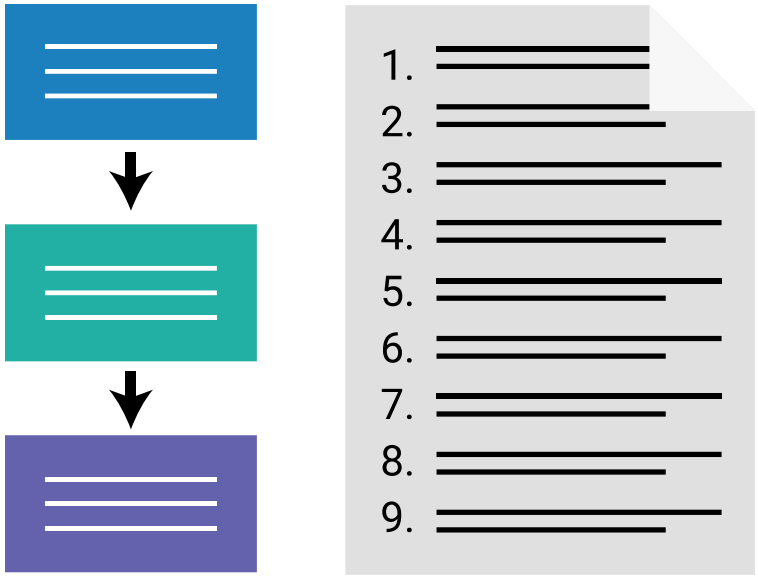
Creativity Fundamentals - Types of Thinking

Divergent vs Convergent Thinking



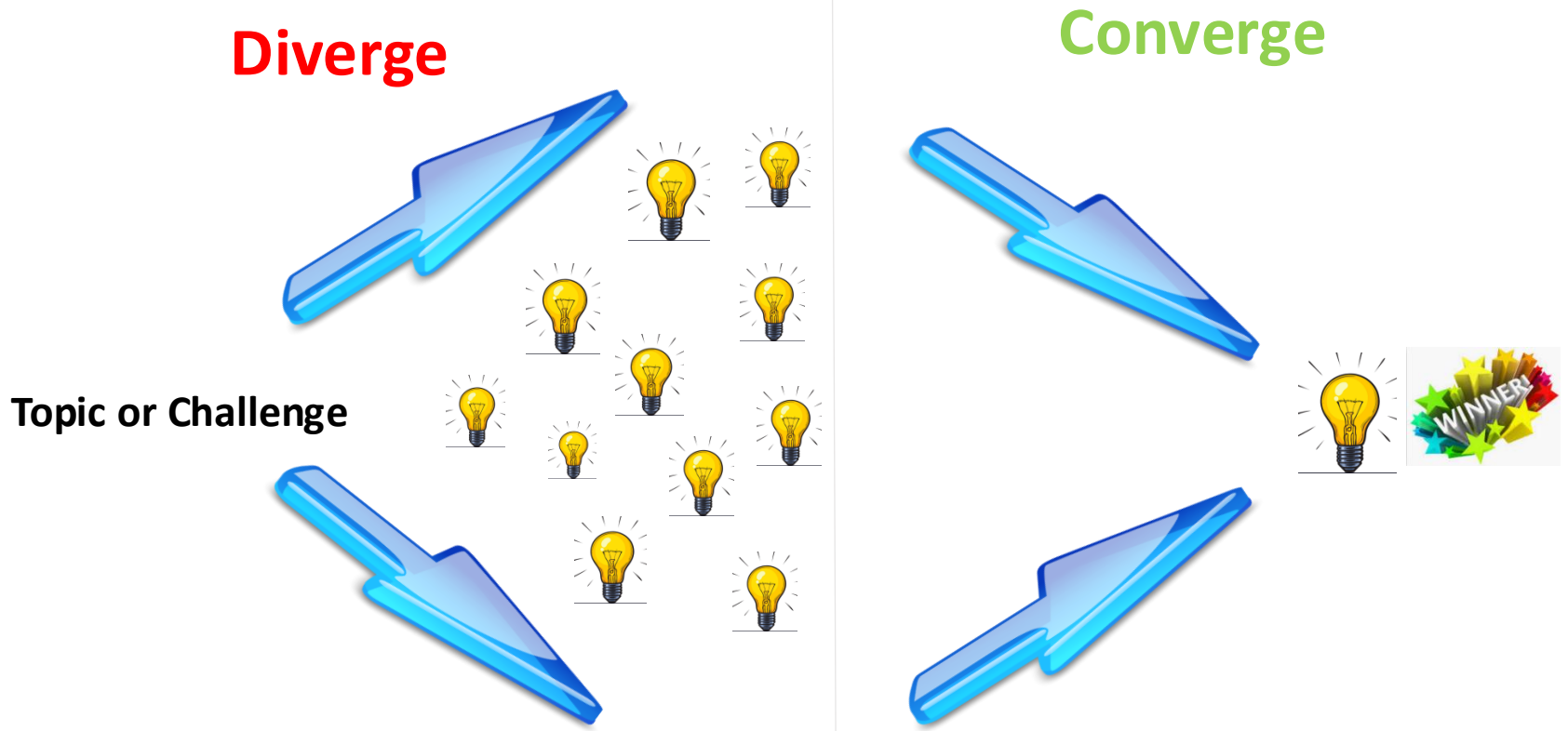
DIVERGENT
THINKING

VS.



CONVERGENT
THINKING

Creativity Concepts



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.

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 with 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

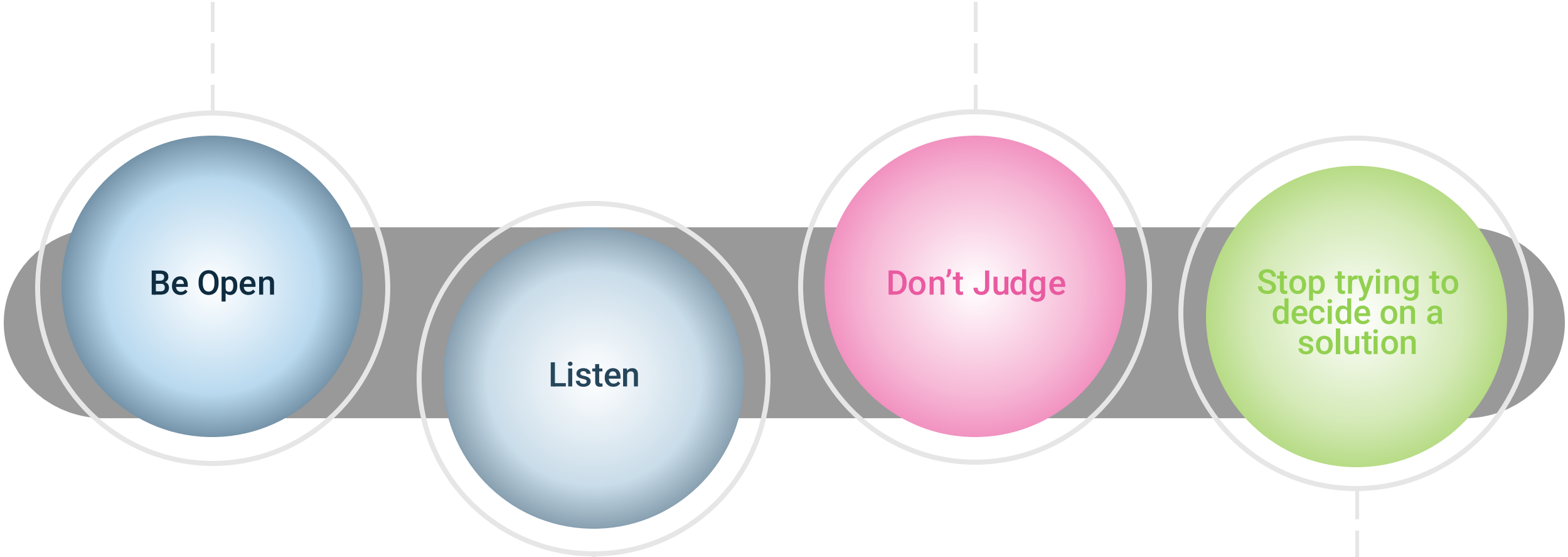
Stick’em up Brainstorming

- 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”

Divergent Thinking?



What makes a conference appealing? (You fight to be there!)

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 have to 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?

<u>Selection:</u>

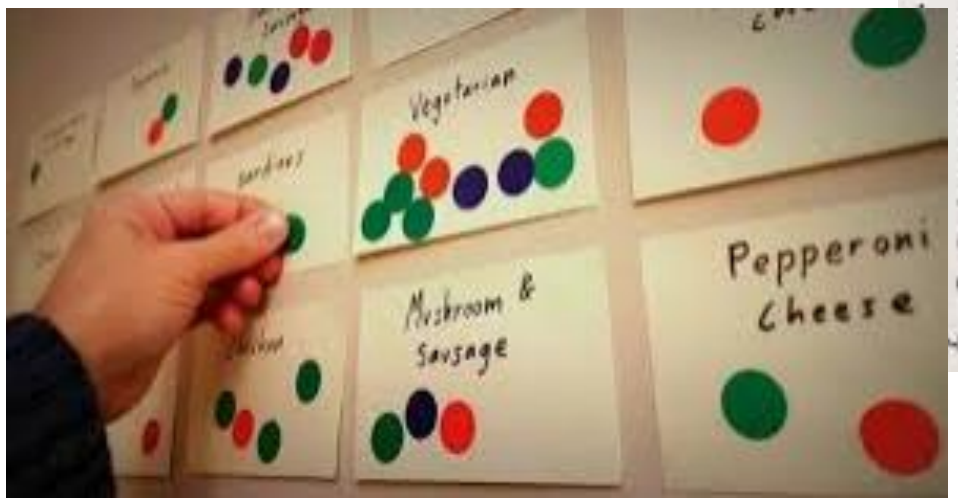
Dot Voting

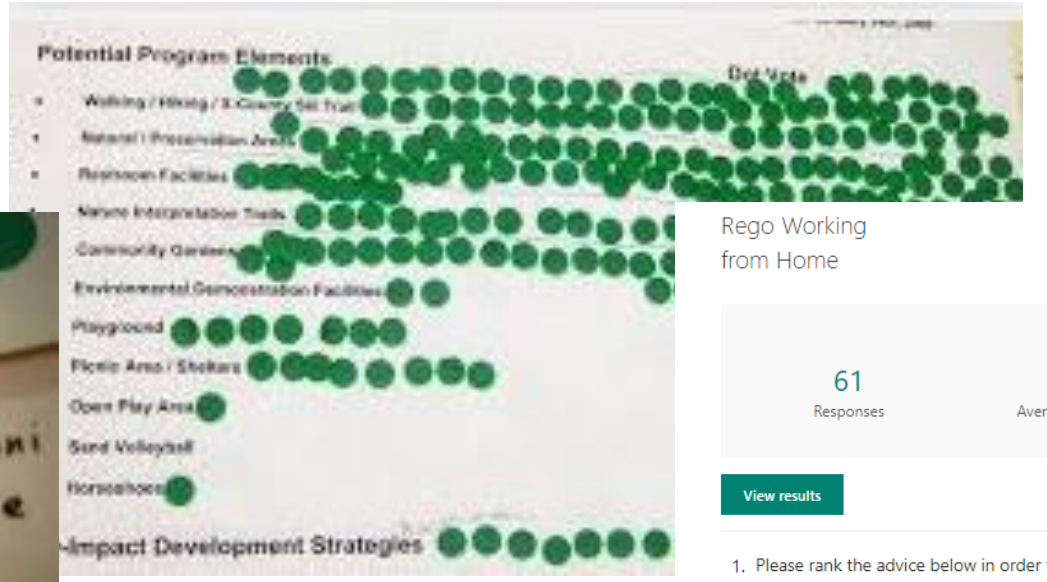
Evaluation Matrix or Pairwise

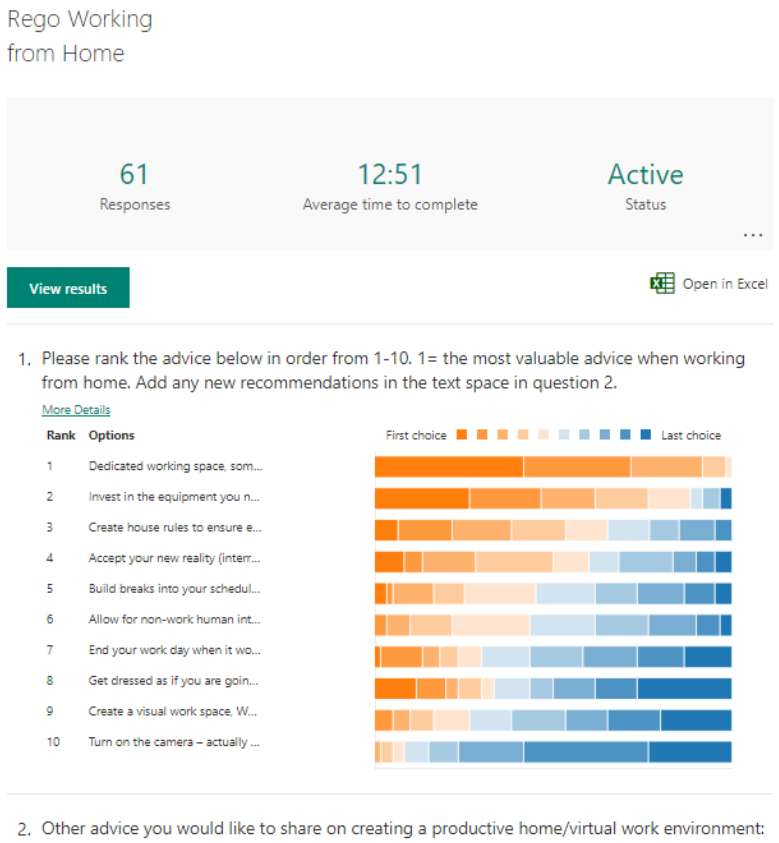
* The last 3rd rule

Convergent Thinking

- Dot voting







* 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?

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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**
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- Click on **I agree** and **Submit**

Let us know how we can improve!
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