



Concepts of Creativity

Your Guide:



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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



Creative thinking is increasingly in demand



Creativity can improve your relationships, team management, and personal development goals

Agenda

- What is Creativity?
- Why Should We Care About Creativity?
- Creativity Fundamentals - Types of Thinking
- Using Simple Creativity Tools
- Summary



Creativity Education – Where?

4



Here!



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CREATIVE STUDIES



Let Rego be your guide.

regoUniversity2026

Part 1

What is Creativity?

**? What is
creativity to
you?**



What is Creativity?



is the production of valuable
original ideas

What is Creativity?



Creativity is the ability
to modify self-imposed
constraints

- Ackoff and Vergara (1988)

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

1000

40

1000

30

1000

20

1000

10

4100

Let's warm up our brains!

What do
you put in
a toaster?



Call Out the Colors of these Words

Red

Green

Blue

Orange

Blue

Red

Green

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







More Examples

Example	What the experts “knew”	What changed
Kodak & digital photography	Film chemistry, processing and printing were the photography business	Digital eliminated the need for film
Blockbuster vs. Netflix	People wanted convenient video-rental stores	Customers increasingly valued no late fees, delivery and eventually streaming
BlackBerry & smartphones	Business users valued keyboards, security and email	Touchscreens + apps turned phones into computing platforms
Nokia	Hardware quality, distribution and handset variety drove mobile success	Software ecosystems became the competitive battleground
Traditional taxis vs. Uber	Taxi licenses, dispatch systems and street hails defined the industry	Smartphones connected riders and drivers directly
Retailers vs. Amazon	Stores, inventory and locations were the core advantages	Search, recommendations, logistics and convenience became major differentiators



**"Give me six hours to
chop down a tree –
and I will spend the
first four hours
sharpening the axe."**

Abraham Lincoln

Tools to Sharpen Your Saw

1. Clarify

Identify the challenge

2. Ideate

Generate ideas

3. Develop

Bring ideas to life

4. Implement

Give ideas legs



Learner's Model based on work of G.J. Puccio, M. Mance, M.C. Murdock, B. Miller, J. Vehar, R. Firestien, S. Thurber, & D. Nielsen (2011)

<https://FourSightOnline.com/team-assessment>

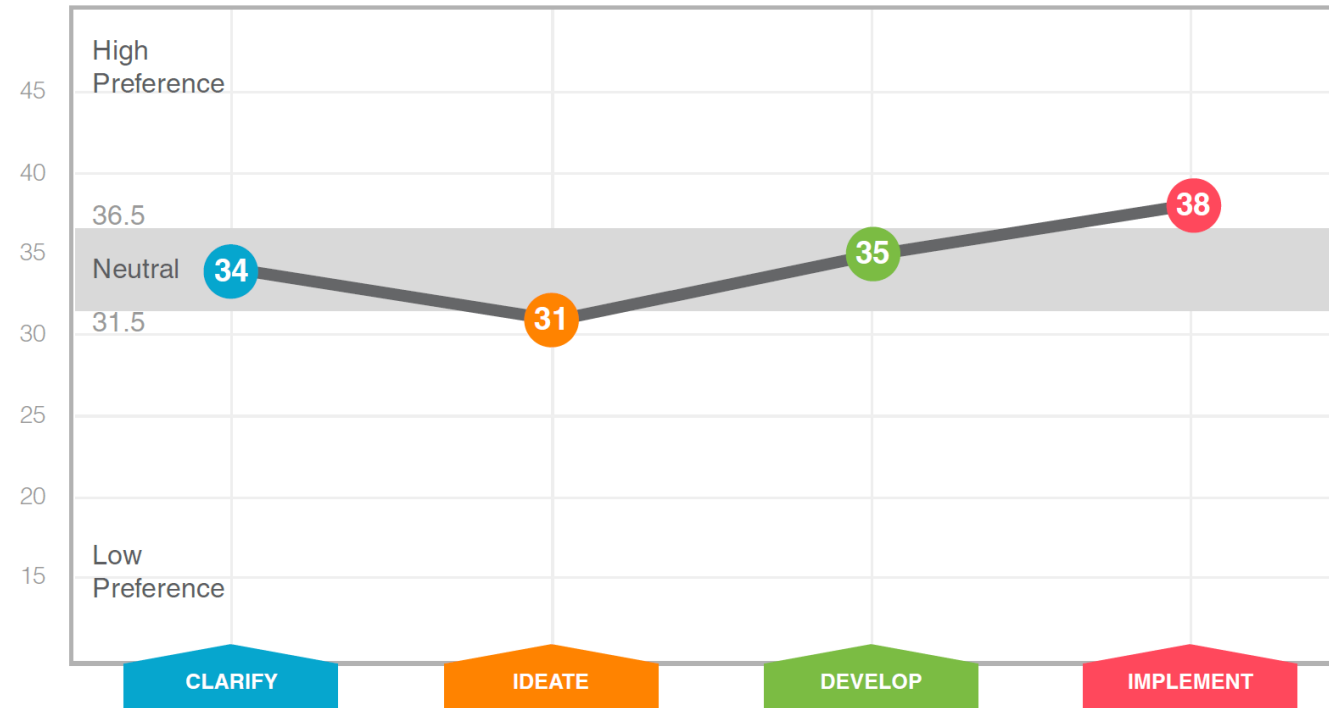
Creative Profile

27

Organization: Rego Marketing

Profile Date: February 11, 2026

Profile Email: carolina.bieri@regoconsulting.com



Implementer

prefers to

IMPLEMENT

Implementers like to make things happen. They are action-oriented and take pride in getting things done. Fast! Implementers have little patience for talk without action. They would rather spend their time creating a "to do" list

Everyone Can Increase Their Creativity

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



Part 2

Why Should We Care About Creativity?



What Can Creativity Do for Me?

Being more creative
will help you:

- ✓ Personally
- ✓ Professionally
- ✓ Institutionally

Four Benefits of Creativity in Business

- 1 Encourages innovation 
- 2 Boosts productivity 
- 3 Allows for adaptability 
- 4 Fosters growth 

Additional Benefits of Creativity in the Workplace

Creativity strengthens leadership, retains talent, and drives innovation and business growth.

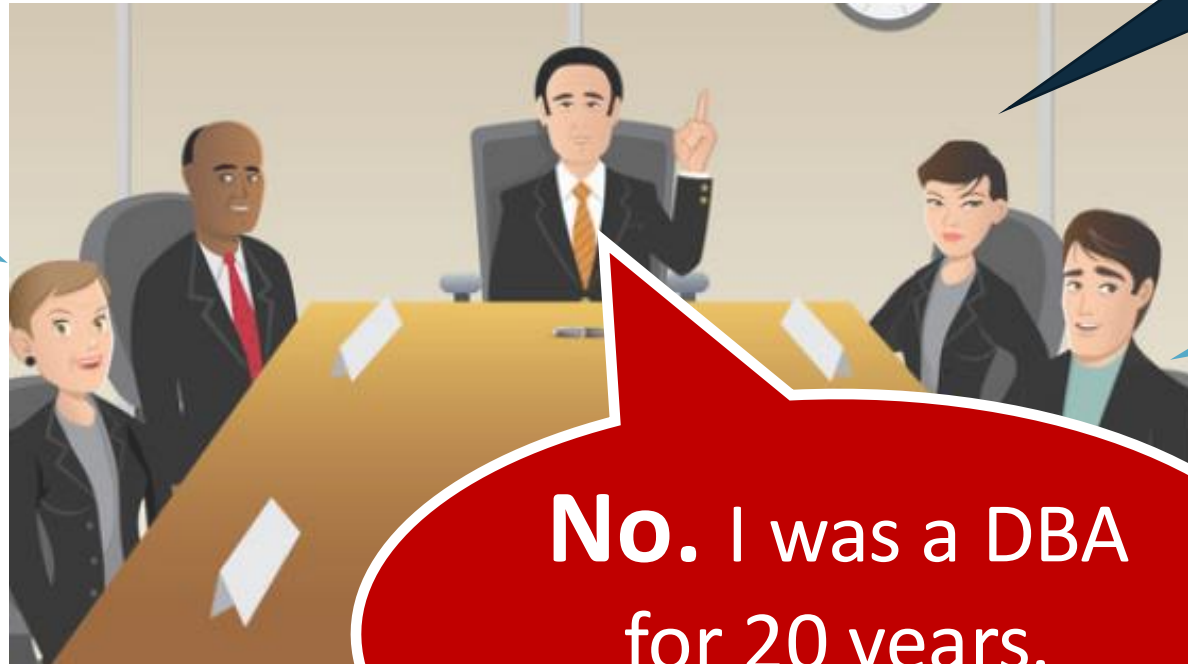
- ✓ Foster trust-based leadership
- ✓ Involve entire team, promote intentional and inclusive team connection and collaboration
- ✓ Inject workplace fun and engagement
- ✓ Identify and reduce bad habits
- ✓ Build new skills and feel confident to share ideas, encourage risk-taking and experimentation
- ✓ Increase talent retention and satisfaction
- ✓ Structure tough tasks, complex problem solving
- ✓ Drive organizational innovation, competitiveness, growth, and financial returns



Reduce Bad Habits – Current Meetings

- Problem: Application is running slow

Could it be
the network?



No Carol! Our
Network is
perfect

Maybe
it's the
database?

**No. I was a DBA
for 20 years.
I would know.**

Reduce Bad Habits – Future Meetings

- Problem: Application is running slow

No judgement...
all ideas are
welcome



Creativity is the Currency of the Future



Demand for Creative Thinking is forecast to **increase by 66%** between 2025 and 2030

- It ranks among the *top five* fastest-growing job skills globally

World Economic Forum (2025)

Revenge of the Tipping Point

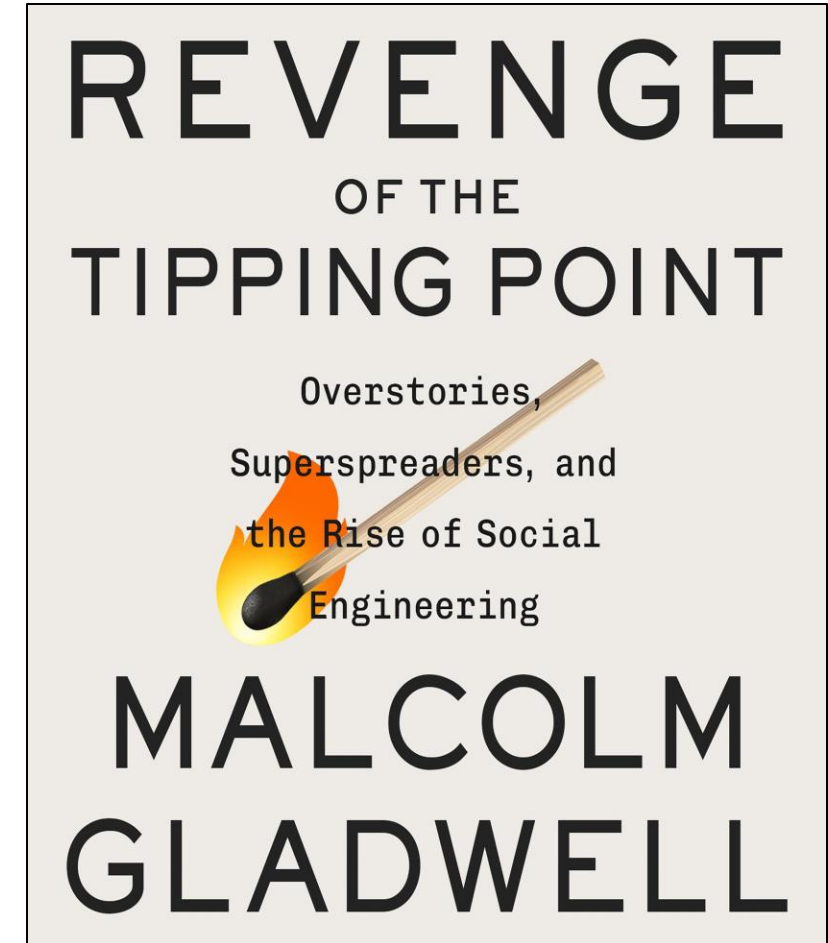
“Magic Third” – tipping point for population impact

- Nine-member boards

Monoculture – formed with good intentions.

Resulted in:

- Toxic culture
- Poor resilience to change



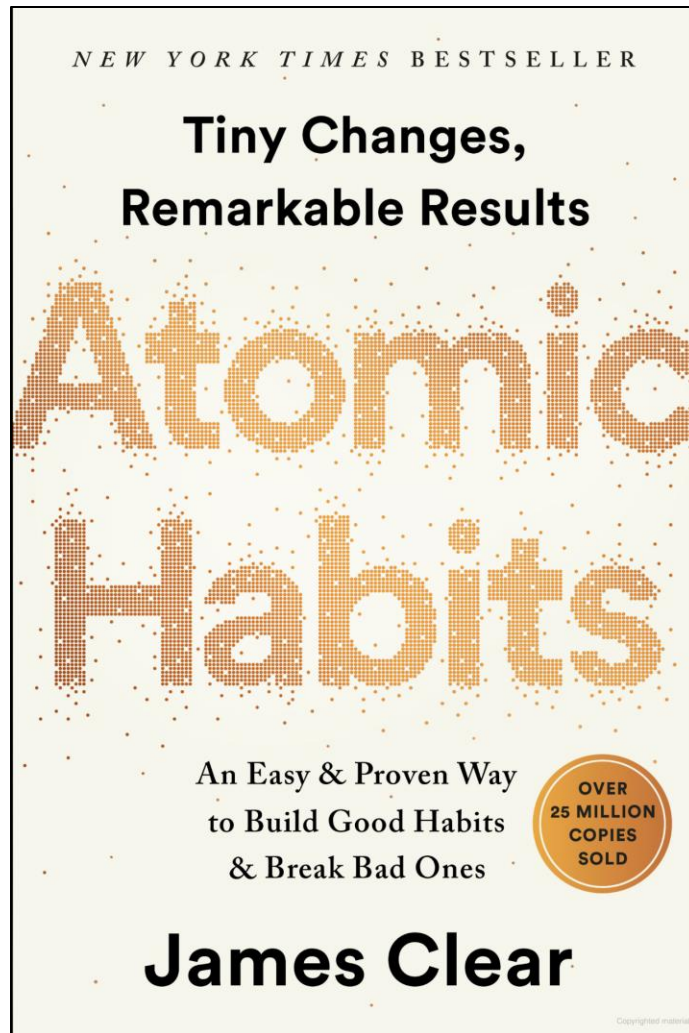
Building Creative Habits

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

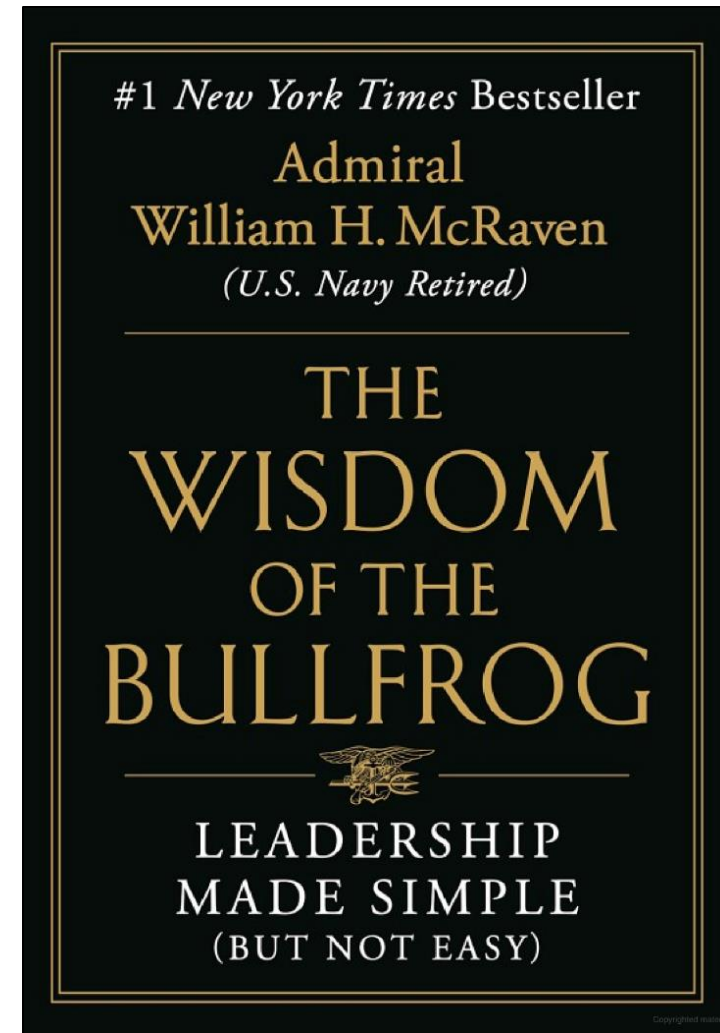
- Conventional wisdom is to set actionable goals, but:
 - In a game, winners and losers both set a goal to win
 - Goals are a moment in time
- Goals are great to set a direction
- **The key to success is to establish good habits that will lead you to those goals and beyond**
- Habits are the systems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



Let's Dive Deeper into Habits



<https://www.youtube.com/watch?v=fB-qAfXDVaE>

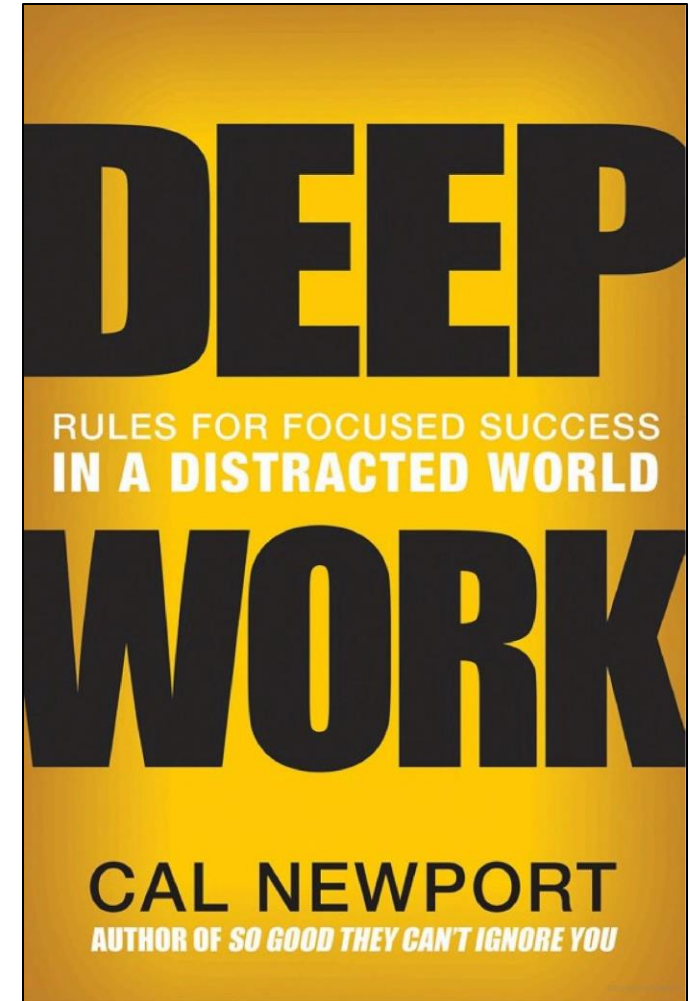


<https://www.youtube.com/watch?v=KgZLzbd-zT4>

Deep Work

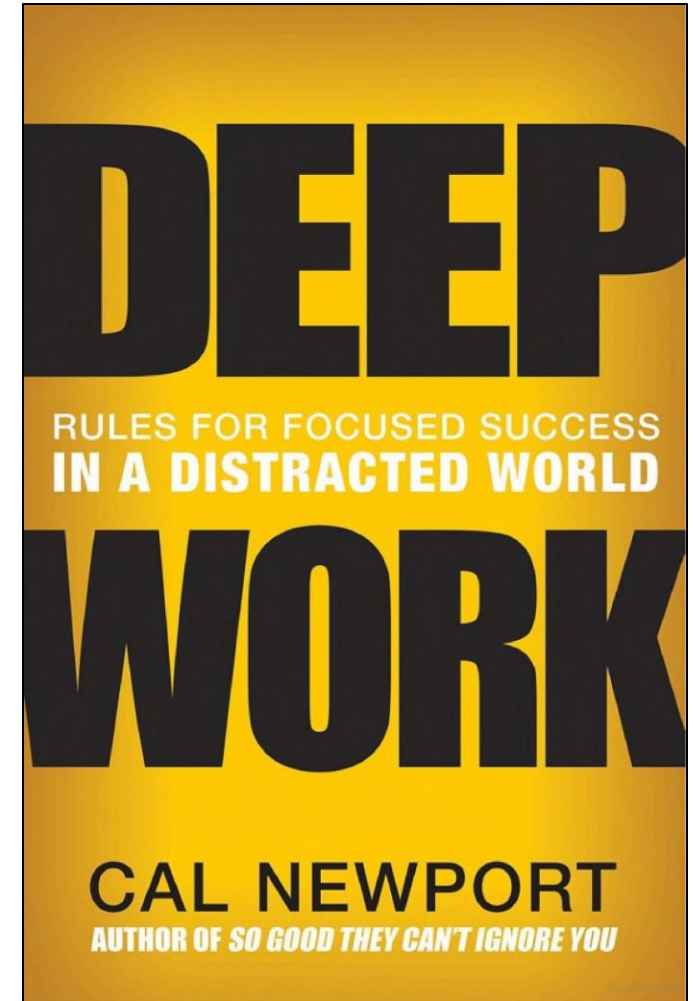
“**Deep work** is about focusing without distraction on cognitively-demanding tasks”

“**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



Best Practices to Build Creativity in our Teams

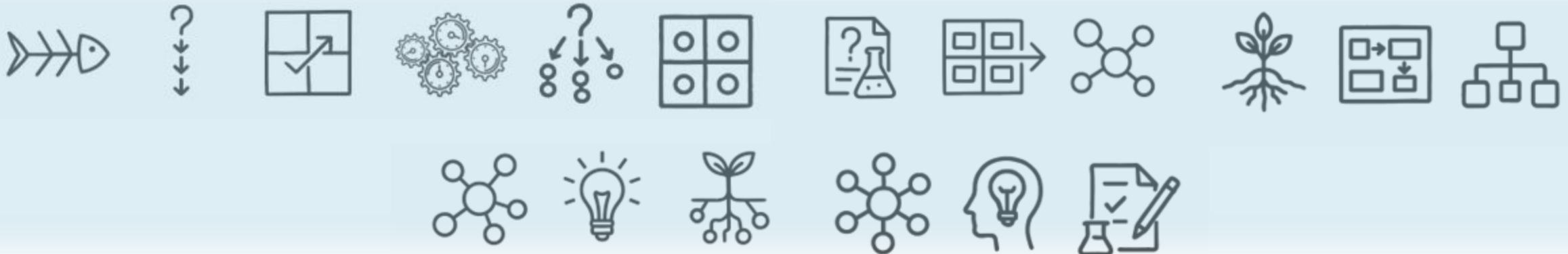
- 1 Create a safe space for expression and failure
- 2 Link creativity to strategy
- 3 Reframe problems visually and emotionally
- 4 Use humor and curiosity to unlock thinking
- 5 Embrace tools... *as we'll discuss next!*



Solve Complex Problems

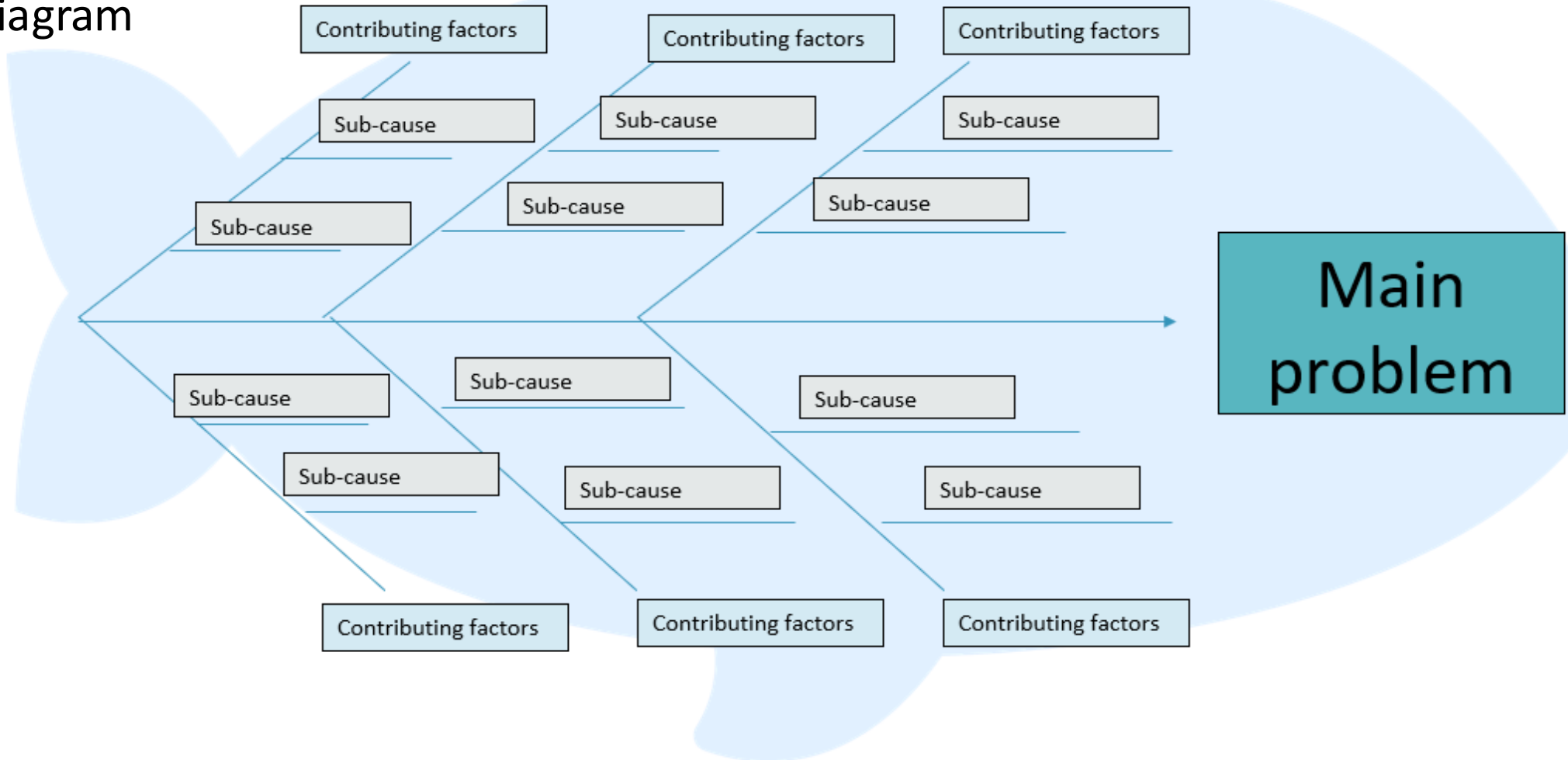
Eight Problem Solving Tools

1. Fishbone Diagram
2. Failure Mode and Effects Analysis (FMEA)
3. Concept Maps
4. Flowcharts
5. Pareto Chart (80/20 rule)
6. Control Charts
7. The 5 Whys
8. Brainstorming



Solve Complex Problems

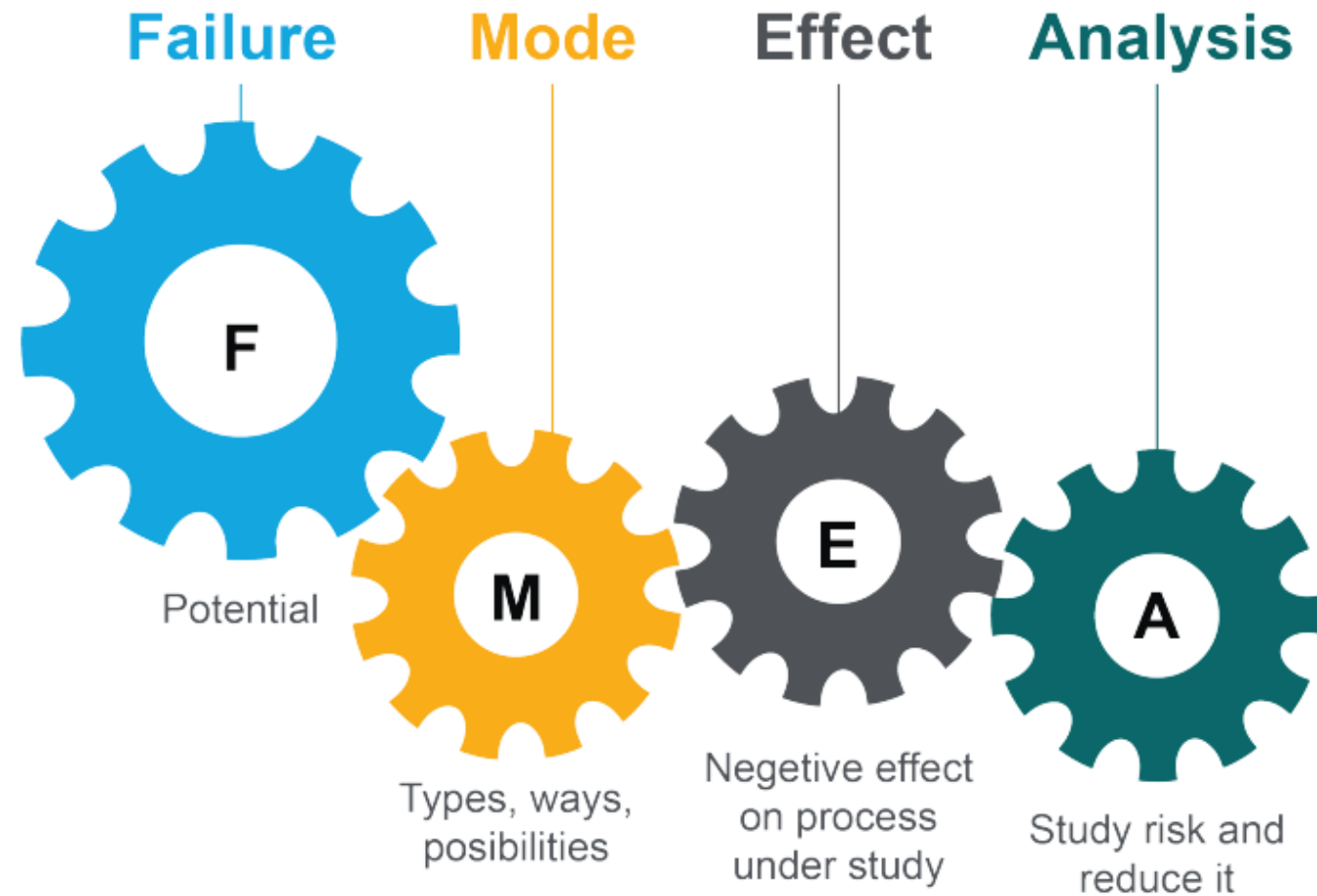
1. Problem Solving Tool: Fishbone diagram



Solve Complex Problems

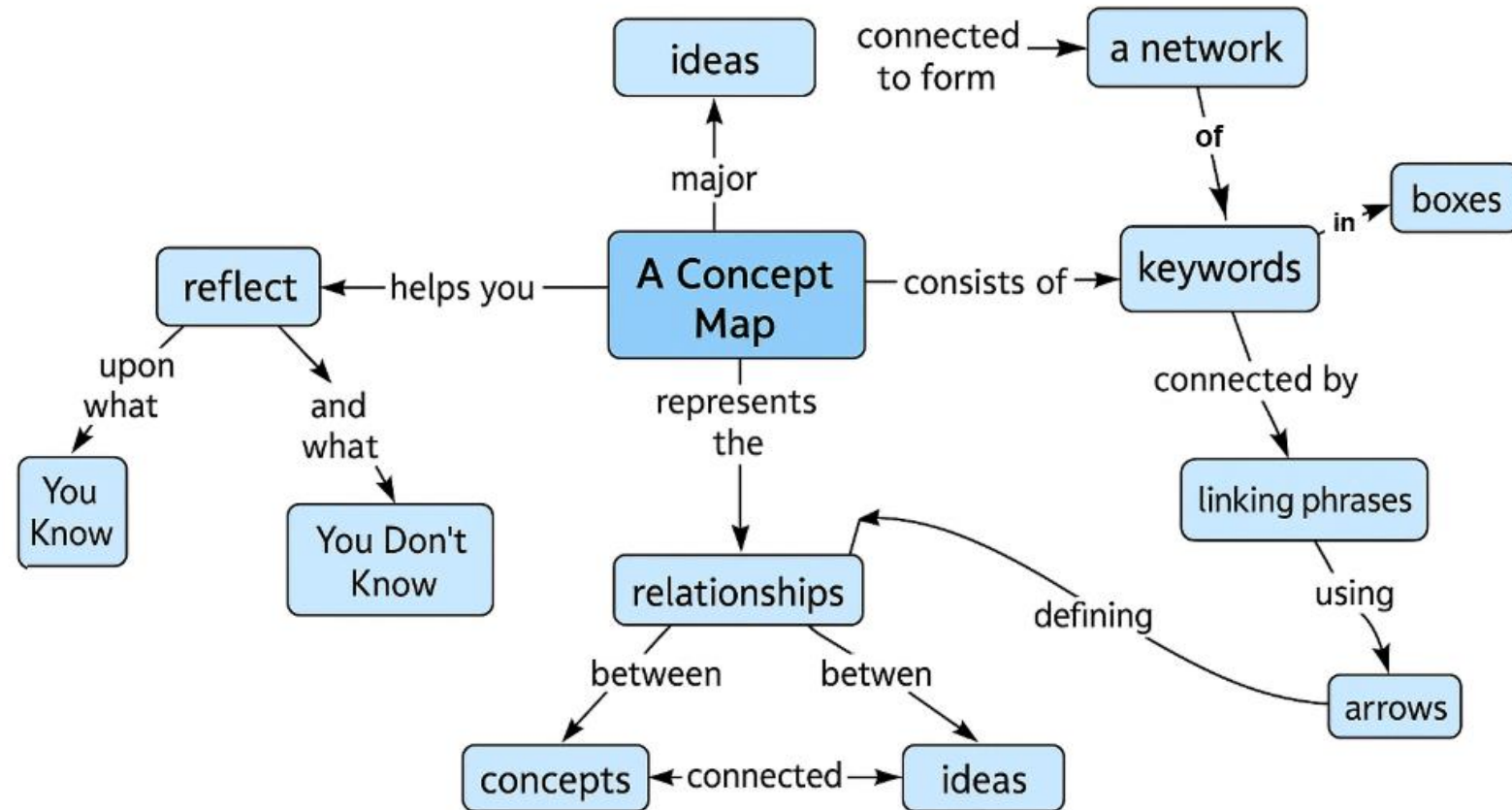
2. Problem Solving Tool:

Failure Mode and
Effects Analysis (FMEA)



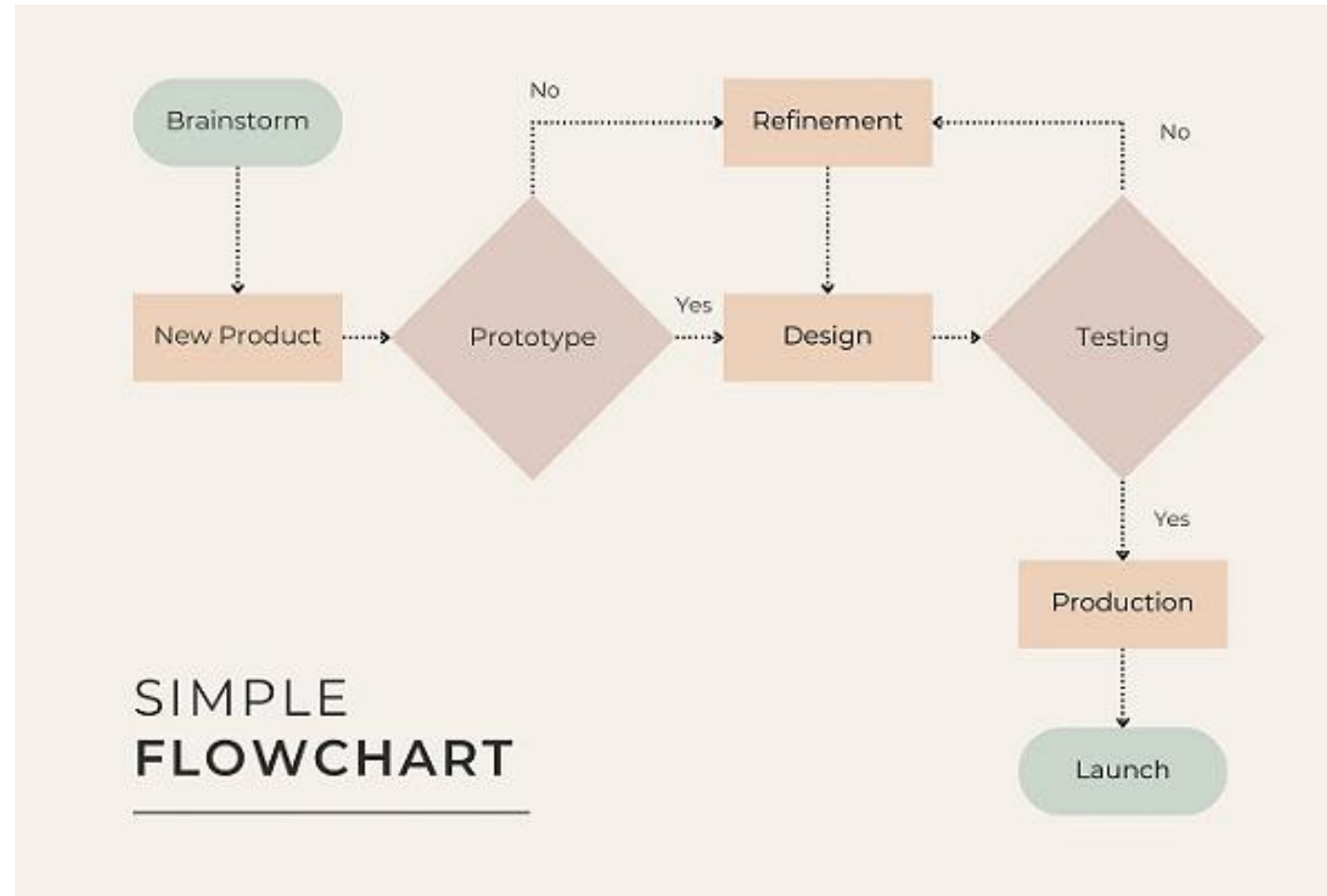
Solve Complex Problems

3. Problem Solving Tool: Concept Maps



Solve Complex Problems

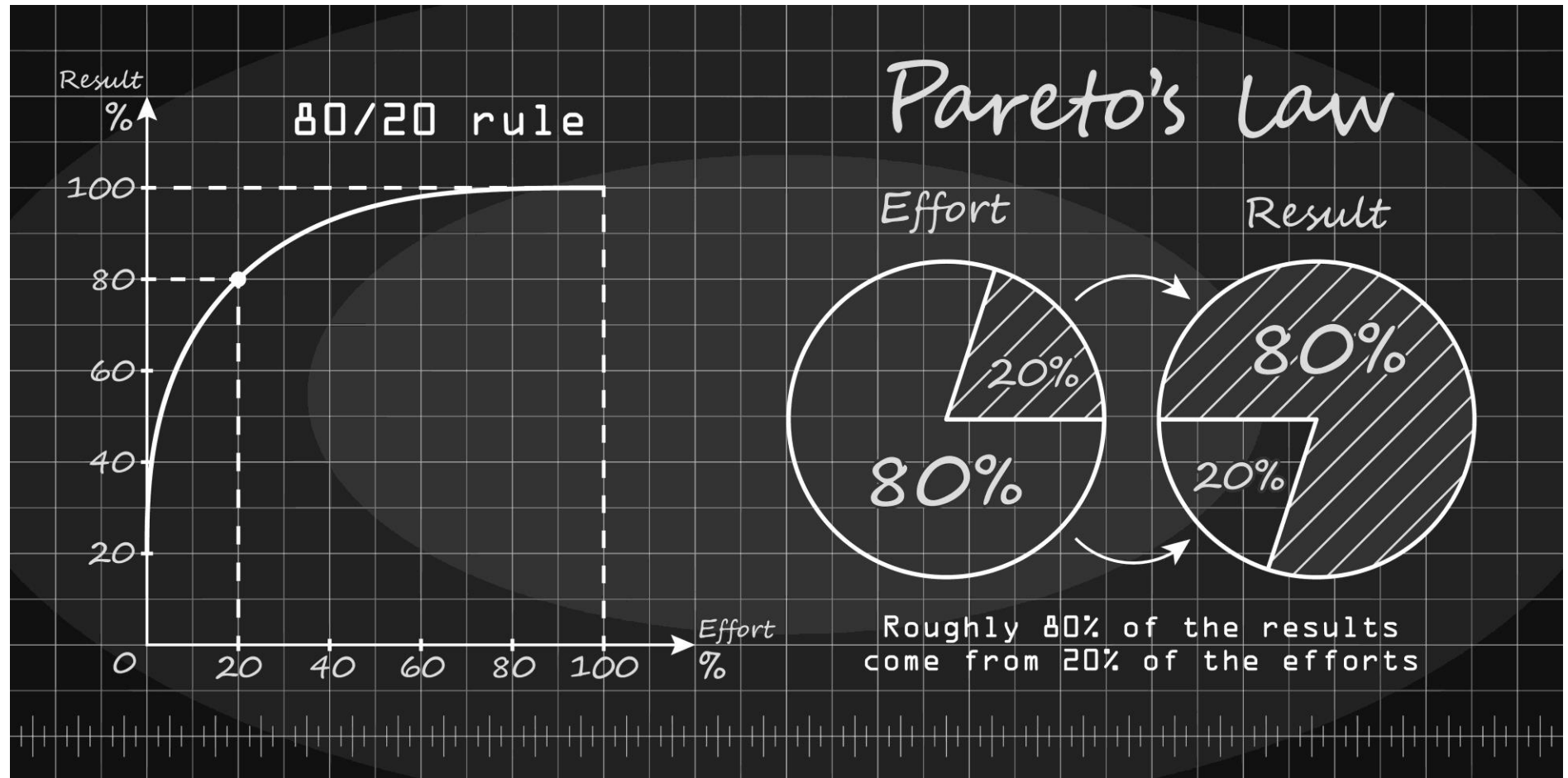
4. Problem Solving Tool: Flowcharts



Solve Complex Problems

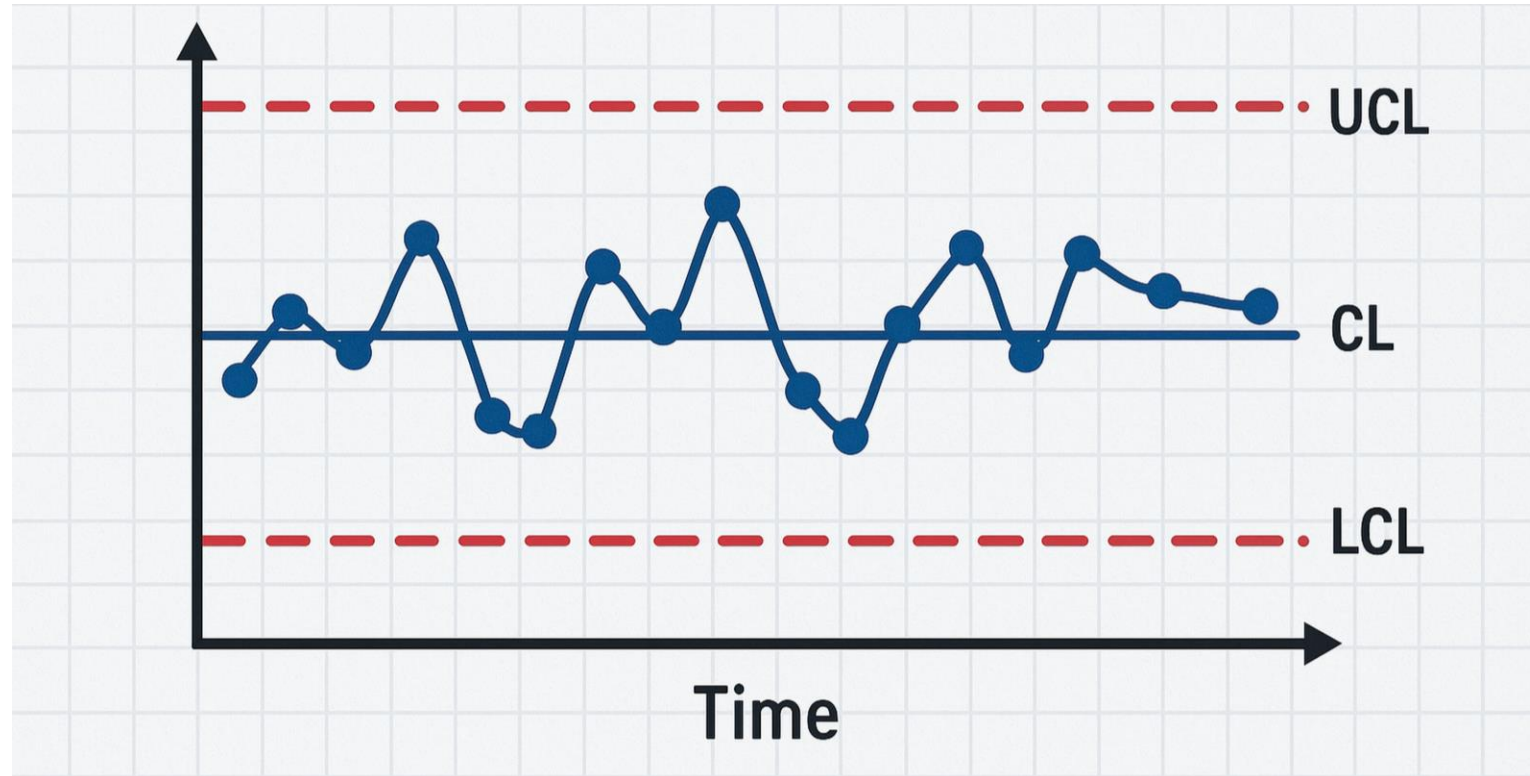
5. Problem Solving Tool:

Pareto Chart



Solve Complex Problems

6. Problem Solving Tool: Control Chart



Solve Complex Problems

7. Problem Solving Tool: The 5 Whys



8. Problem Solving Tool: Brainstorming



Does Generative AI Help or Hurt Creativity?



What do
you think?

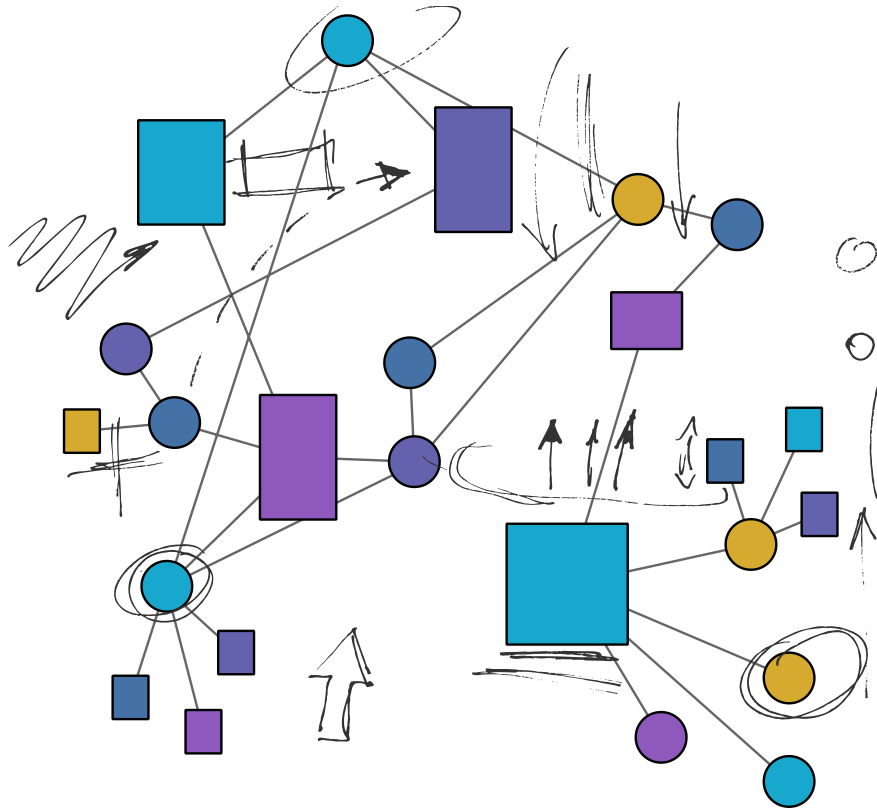


Part 3

Creativity Fundamentals - Types of Thinking

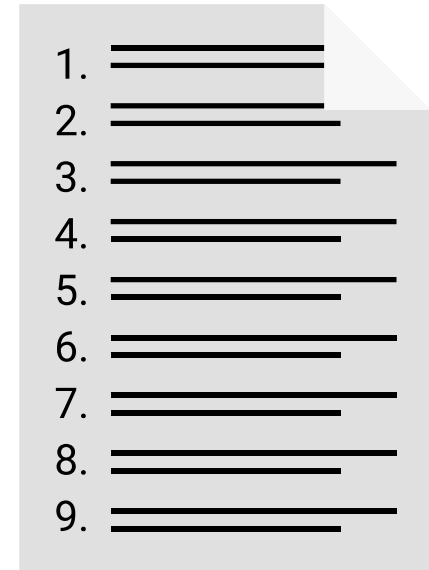
Divergent vs Convergent Thinking

DIVERGENT THINKING

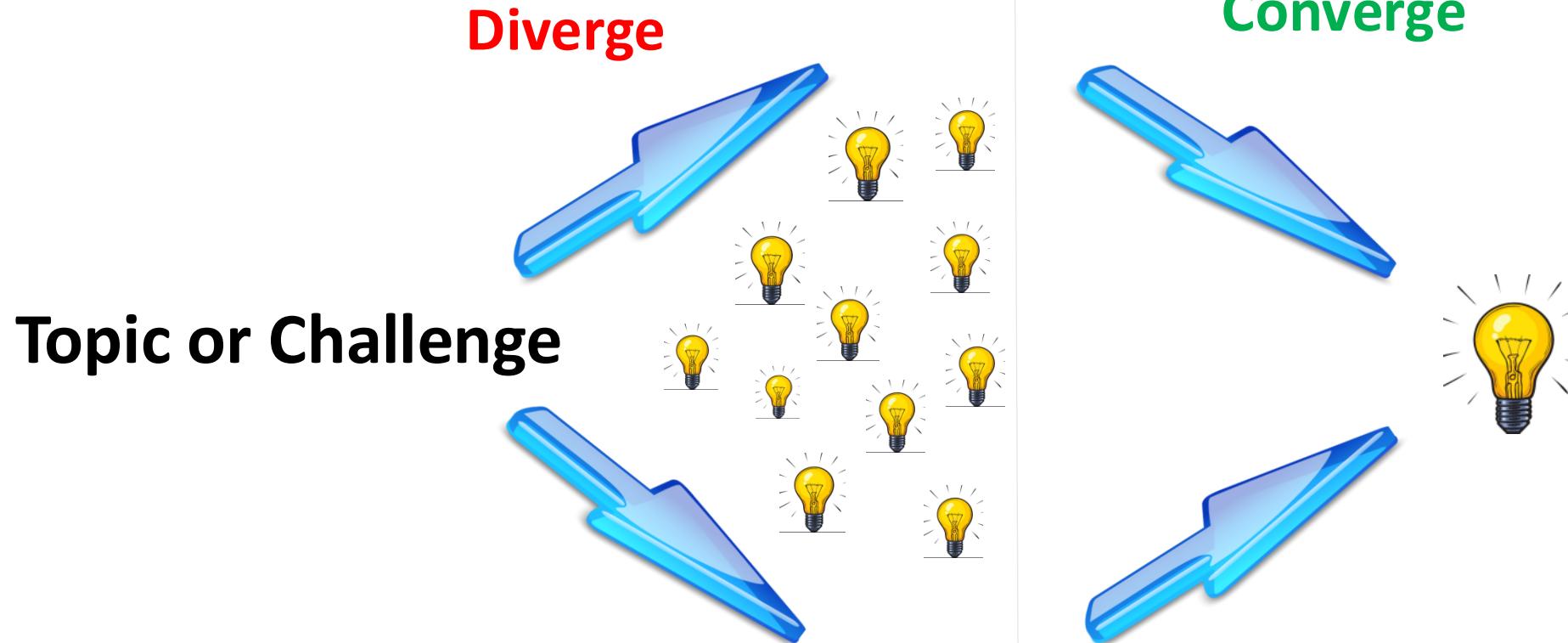


VS.

CONVERGENT THINKING



Creativity Concepts



Part 4

Using Simple Creativity Tools

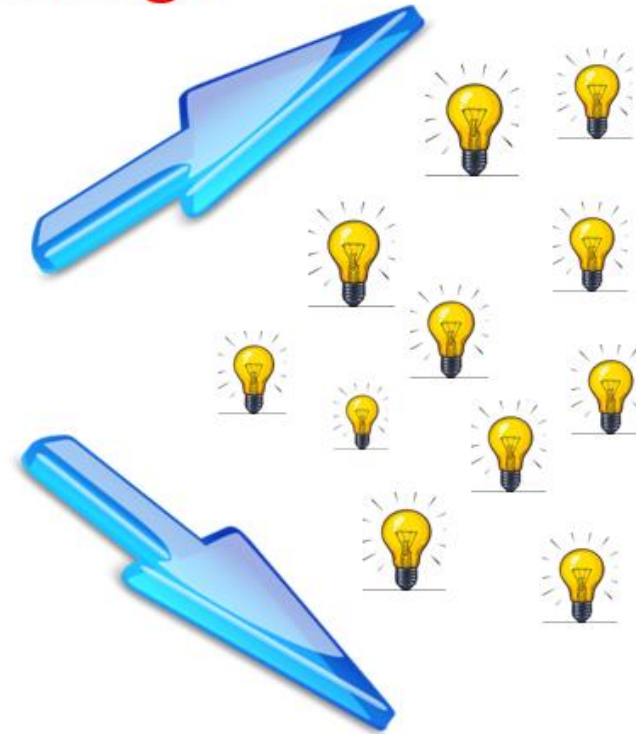


Divergent Thinking

Group Exercise Tools:

1. Stick'em Up Brainstorming
2. Brain Writing
3. Forced Connections

Diverge



Stick'em Up Brainstorming

Write it down, stick it up. This tool is as easy as that.

- Introduce the problem or issue to the group, give background data
- Each individual writes one idea per sticky note – do not go into detail
- Write legibly! Others will need to read your handwriting
- Post it on the wall or whiteboard
- Once all ideas are submitted, group ideas together into themes

Example

Challenge:

“How can we improve innovation?”



Divergent Thinking

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Be Open



Listen



Don't Judge



Stop trying to
decide on a
solution

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

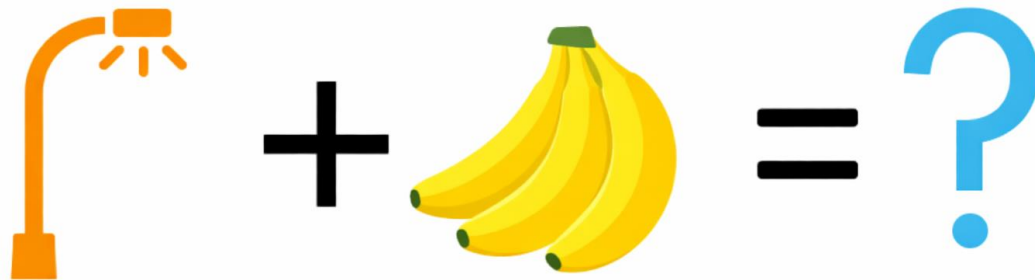
Example

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 method jars your brain back into creative action by forcing a connection between your challenge and a completely unrelated object



Forced Connections - Bathtub



Convergent Thinking

Which idea is the best?

Selection Options:

Dot Voting

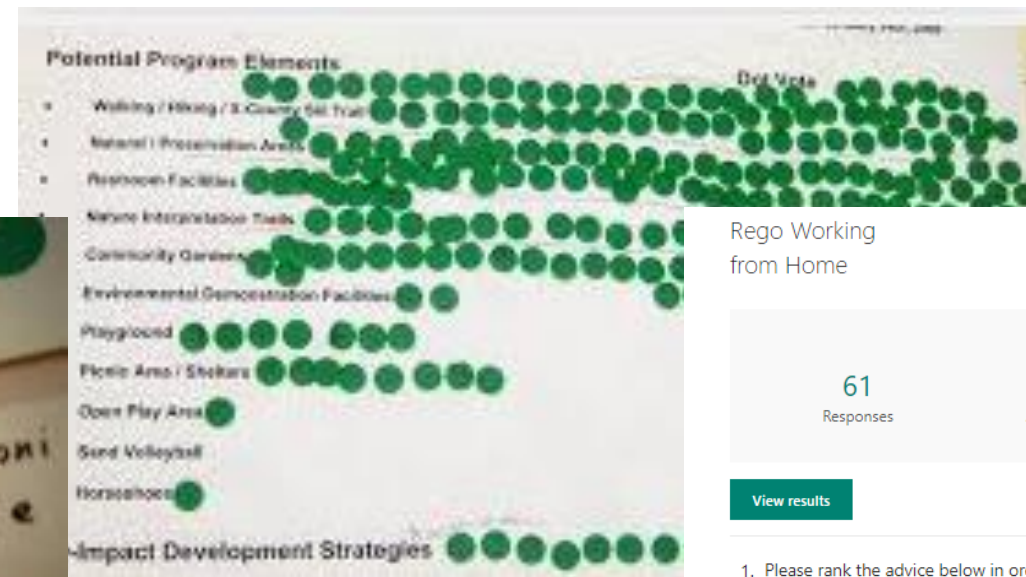
Pairwise / Evaluation Matrix



The “Last 3rd Rule”

Convergent Thinking

Dot voting



Rego Working from Home

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Responses

12:51

Average time to complete

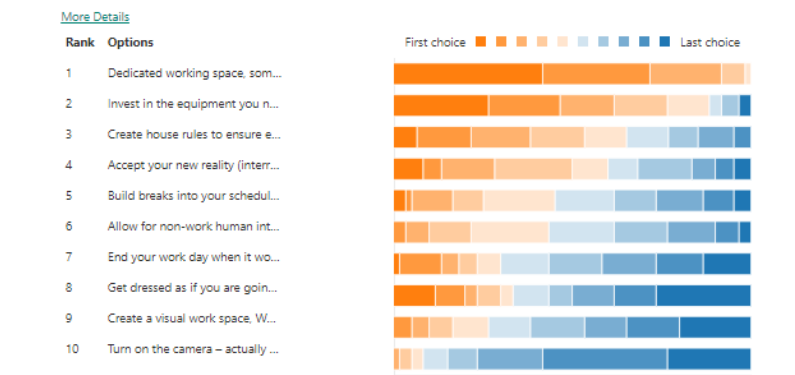
Active

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.



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

- ✓ **Creativity is a skill, not a gift**
Everyone can grow their creative capacity through intention, practice, and tools.

- ✓ **Creative thinking is in demand**
From talent retention to solving complex business problems, organizations increasingly rely on creative approaches to thrive.

- ✓ **Habits → Goals**
Building habits that foster curiosity, openness, and shared exploration makes creativity sustainable—not situational.



- ✓ **Creativity is a team sport**
The most innovative results come from cross-functional collaboration, psychological safety, and idea iteration.

- ✓ **Tools matter**
Simple frameworks like Divergent / Convergent Thinking, Brain Writing, and Forced Connections help unlock new possibilities.

- ✓ **Creativity solves real problems**
From slow systems to strategic pivots, creative methods like the 5 Whys, Fishbone, and Concept Mapping bring clarity and breakthroughs.

Questions?



Survey



Please take a few moments to fill out the class survey.

Your feedback is extremely important for future events.





Thank you!

Let's continue the
conversation!
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LinkedIn!



Jacob Cancelliere, PMP

VP of Account Enablement

Rego Consulting



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- 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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