



# Concepts of Creativity

Your Guides:



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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

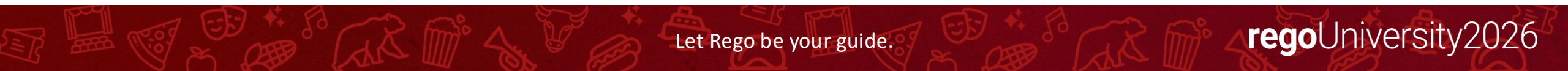
# Agenda

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



# Creativity Education – Where?



Here!



[APPLY](#) | [VISIT](#) | [GET INFO](#)

## CREATIVE STUDIES



Let Rego be your guide.

regoUniversity2026

# Part 1

## What is Creativity?

## What is creativity to you?



# What is Creativity?

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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!

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1000

40

1000

30

1000

20

1000

10

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4100

# Let's warm up our brains!

What do  
you put in  
a toaster?



# Call Out the Colors of these Words

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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

REDMOND EBOS







# Personal Reflection

**"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



**FourSight Thinking Profile**  
QUICK GUIDE

To solve a complex challenge, you need four types of thinking.

We all follow a universal problem-solving process.

Thinking preferences are hard to see but easy to know.

Know yourself + know the process.

**Sample Profile**  
Organization FourSight  
September 1, 2014

Preference	CLARIFY	IDEATE	DEVELOP	IMPLEMENT
High Preference	37.5	32.3	38	39
Neutral				
Low Preference				

**Your FourSight Profile Slideshow**

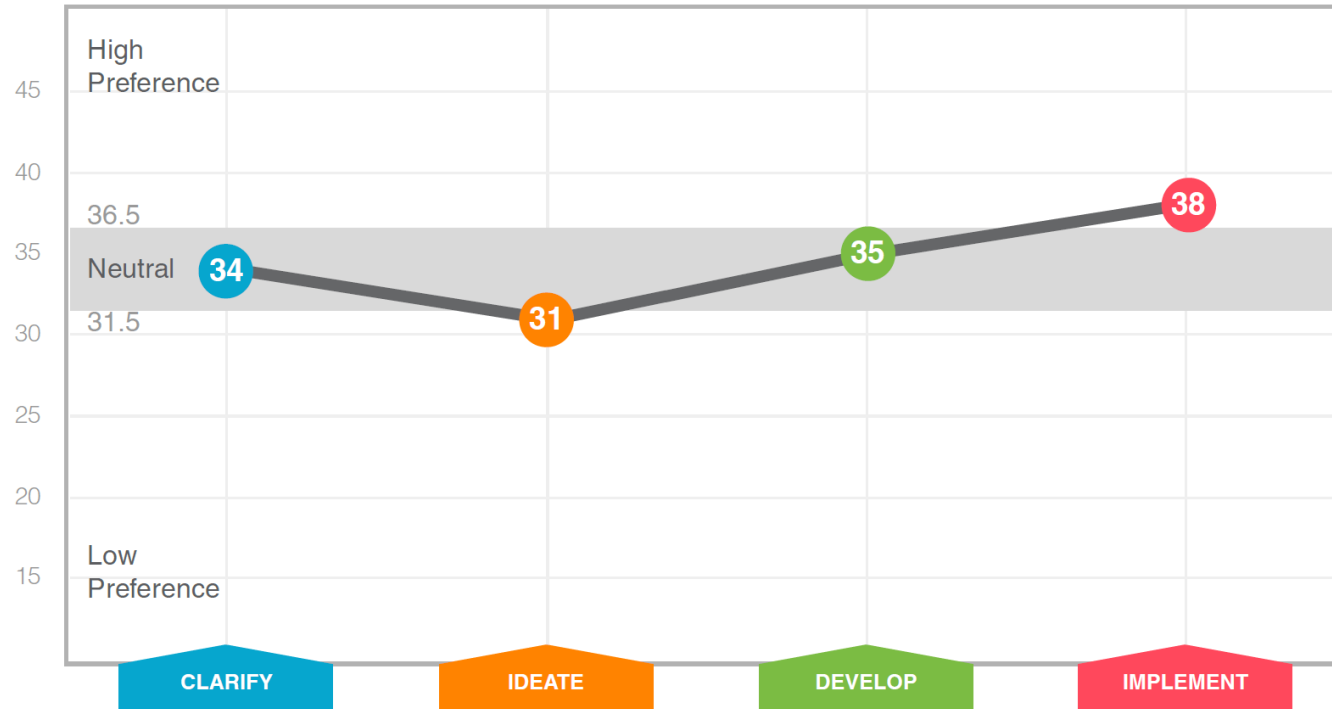
*Learner's Model based on work of G.J. Puccio, M. Mance, M.C. Murdock, B. Miller, J. Vehar, R. Firestien, S. Thurber, & D. Nielsen (2011)*

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

# Creative Profile

**Organization:** Rego Marketing  
**Profile Email:** carolina.bieri@regoconsulting.com

**Profile Date:** February 11, 2026



**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

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





# 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

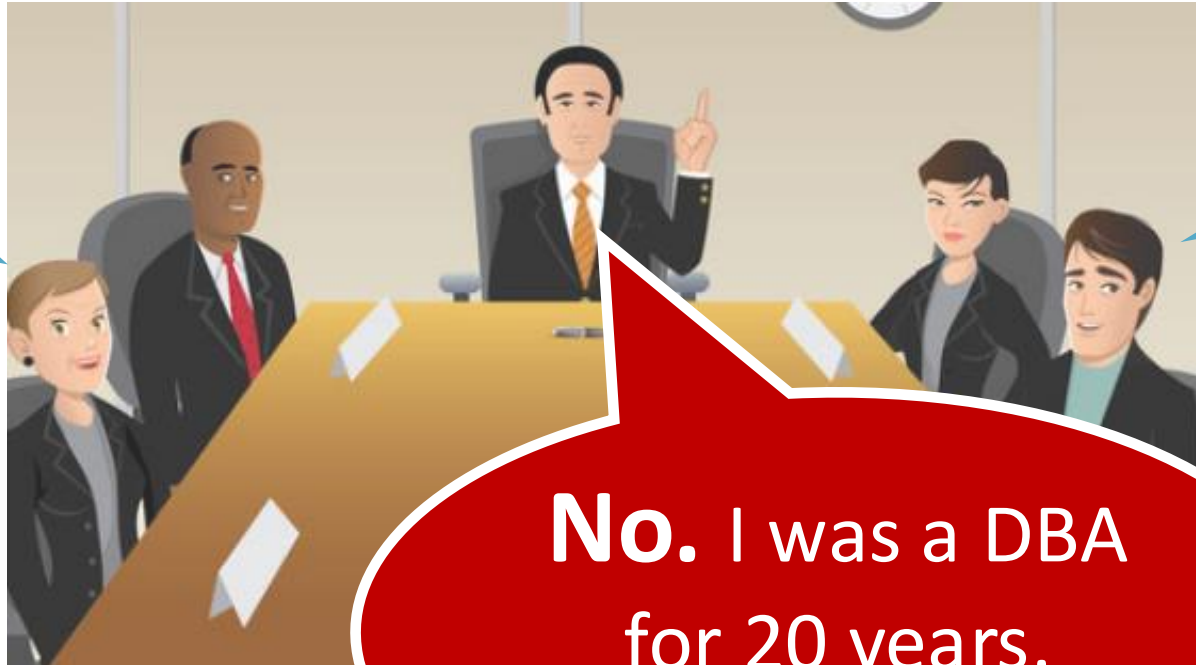
**Creativity strengthens leadership, retains talent, and drives innovation and business growth.**

- ✓ 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?



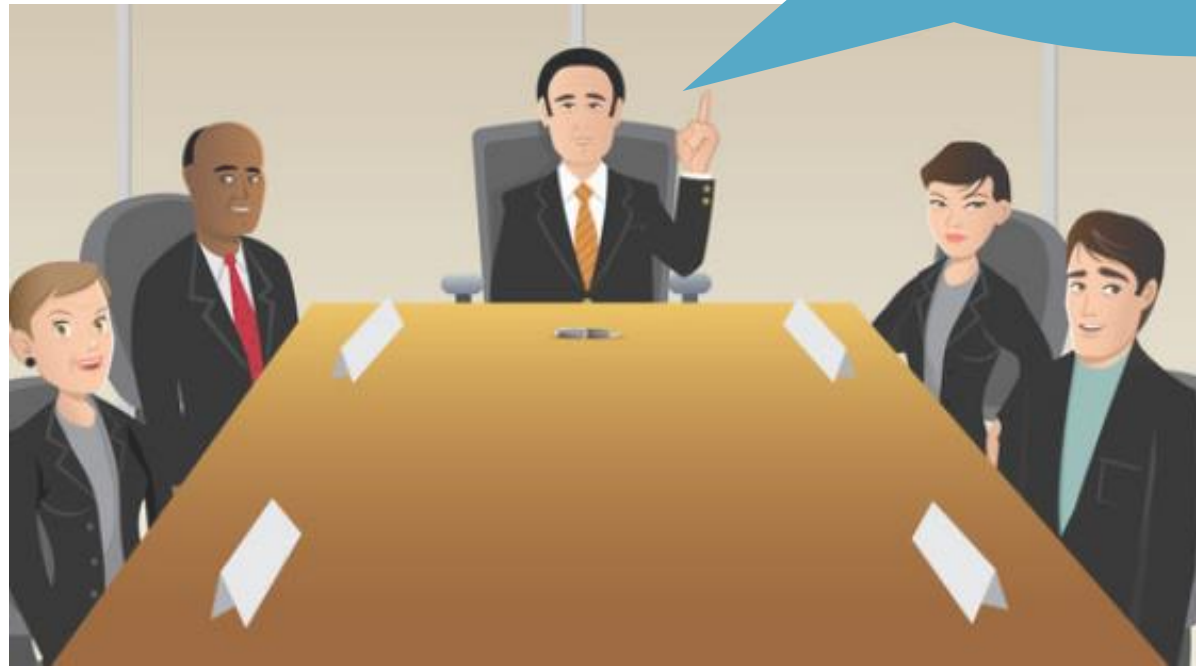
Maybe it's the database?

**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

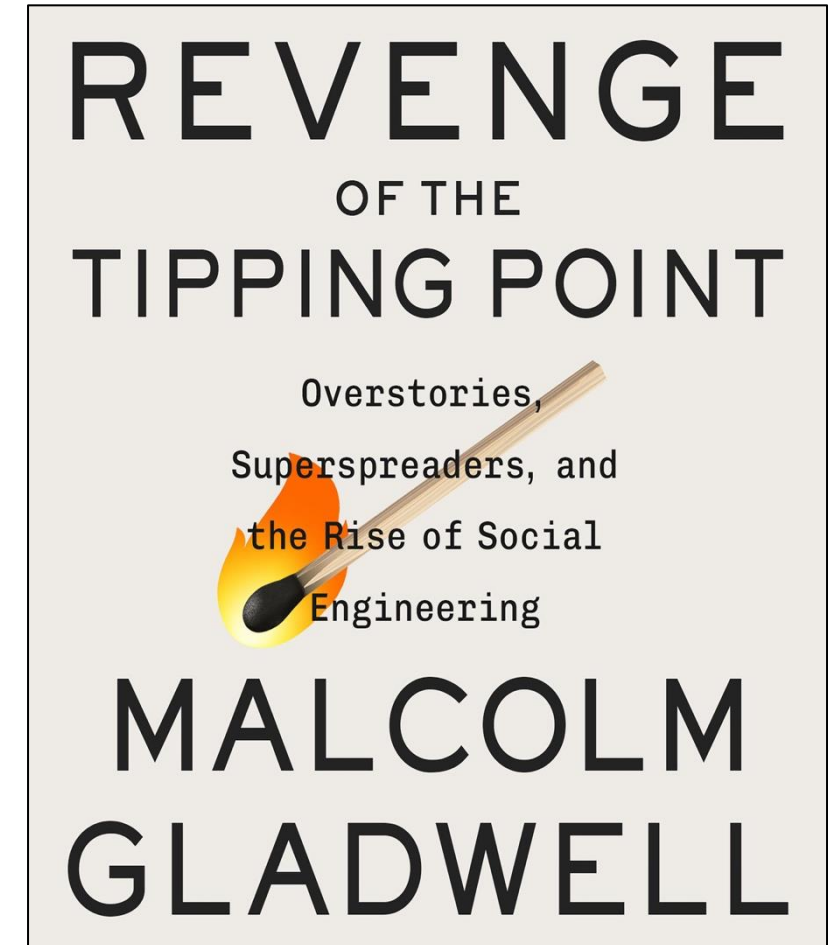
“Magic Third” – tipping point for population impact

- Nine-member boards

Monoculture – formed with good intentions.

Resulted in:

- Toxic culture
- Poor resilience to change



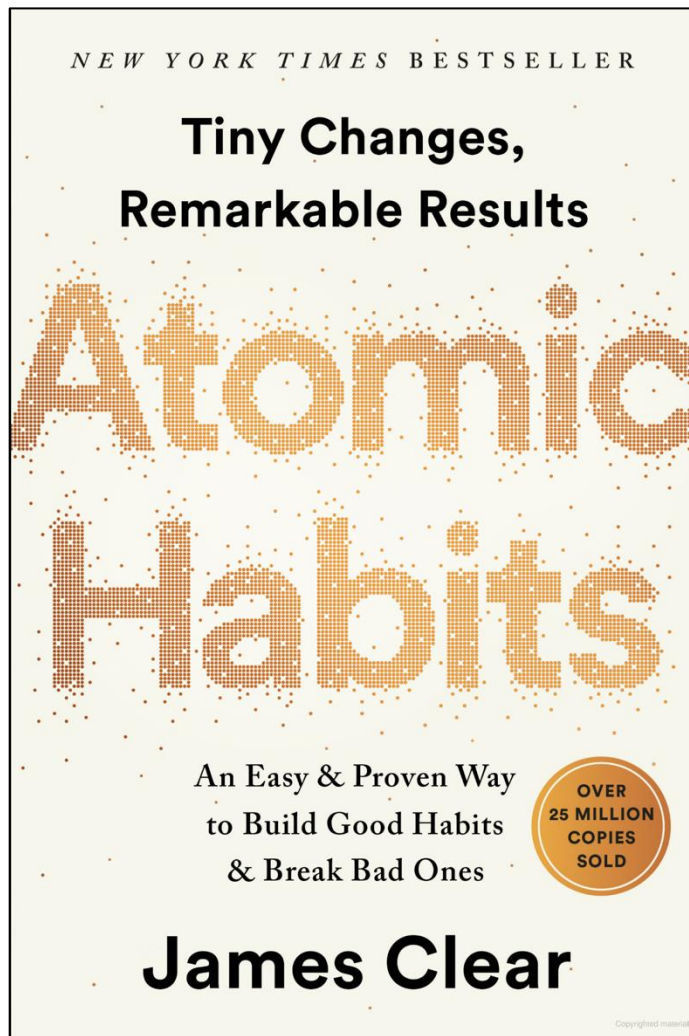
# Building Creative Habits

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

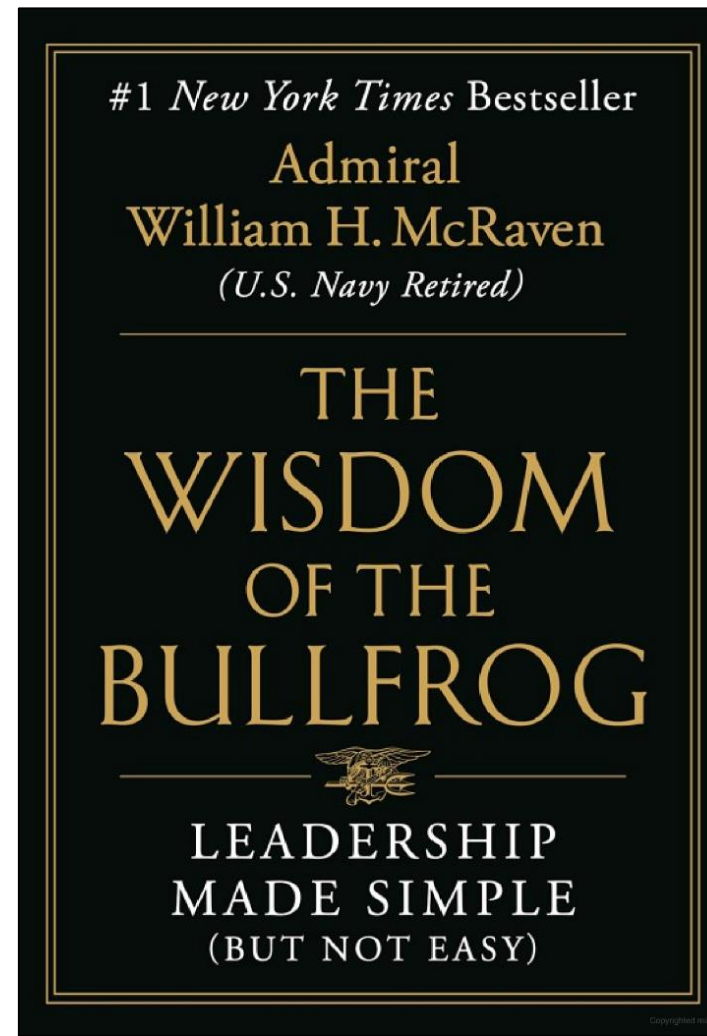
- Conventional wisdom is to set actionable goals, but:
  - In a game, winners and losers both set a goal to win
  - Goals are a moment in time
- Goals are great to set a direction
- **The key to success is to establish good habits that will lead you to those goals and beyond**
- Habits are the systems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



# Let's Dive Deeper into Habits



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

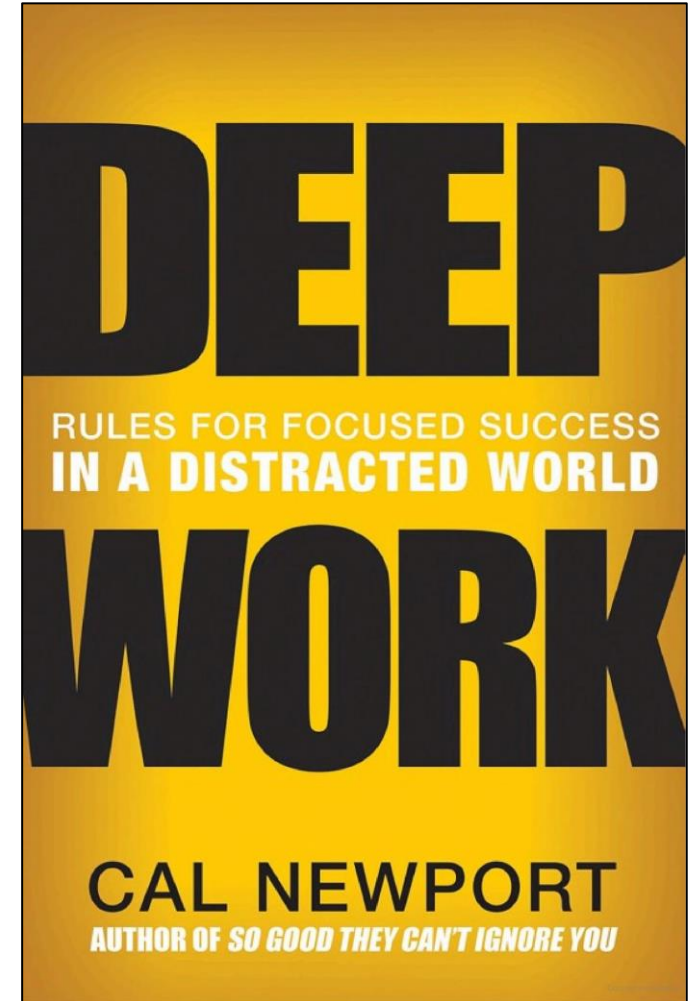


<https://www.youtube.com/watch?v=KgzLzbd-zT4>

# Deep Work

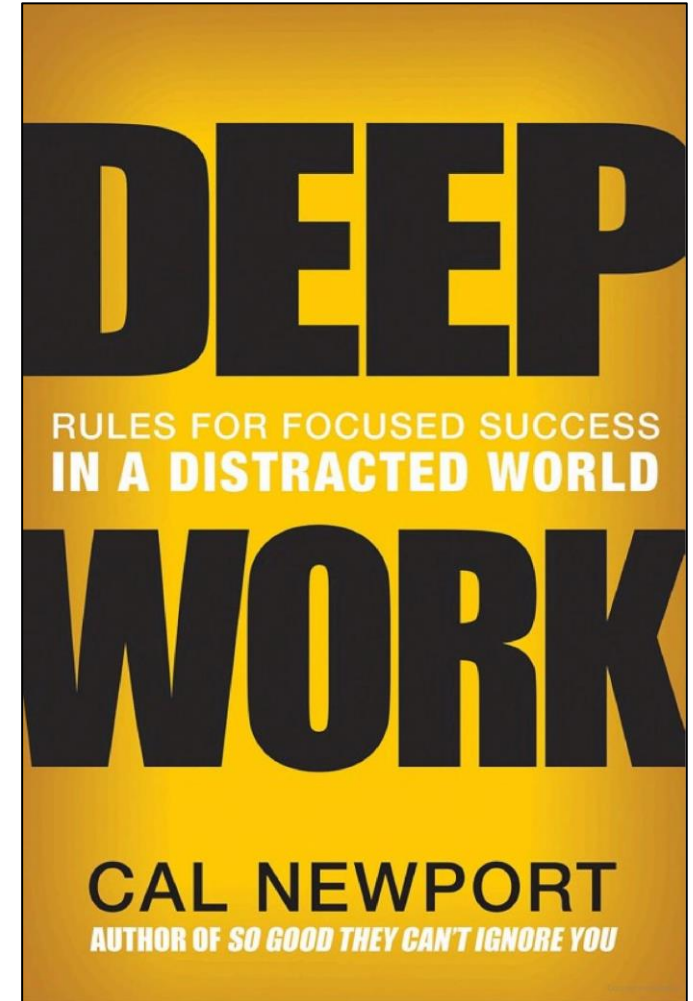
“**Deep work** is about focusing without distraction on cognitively-demanding tasks”

“**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

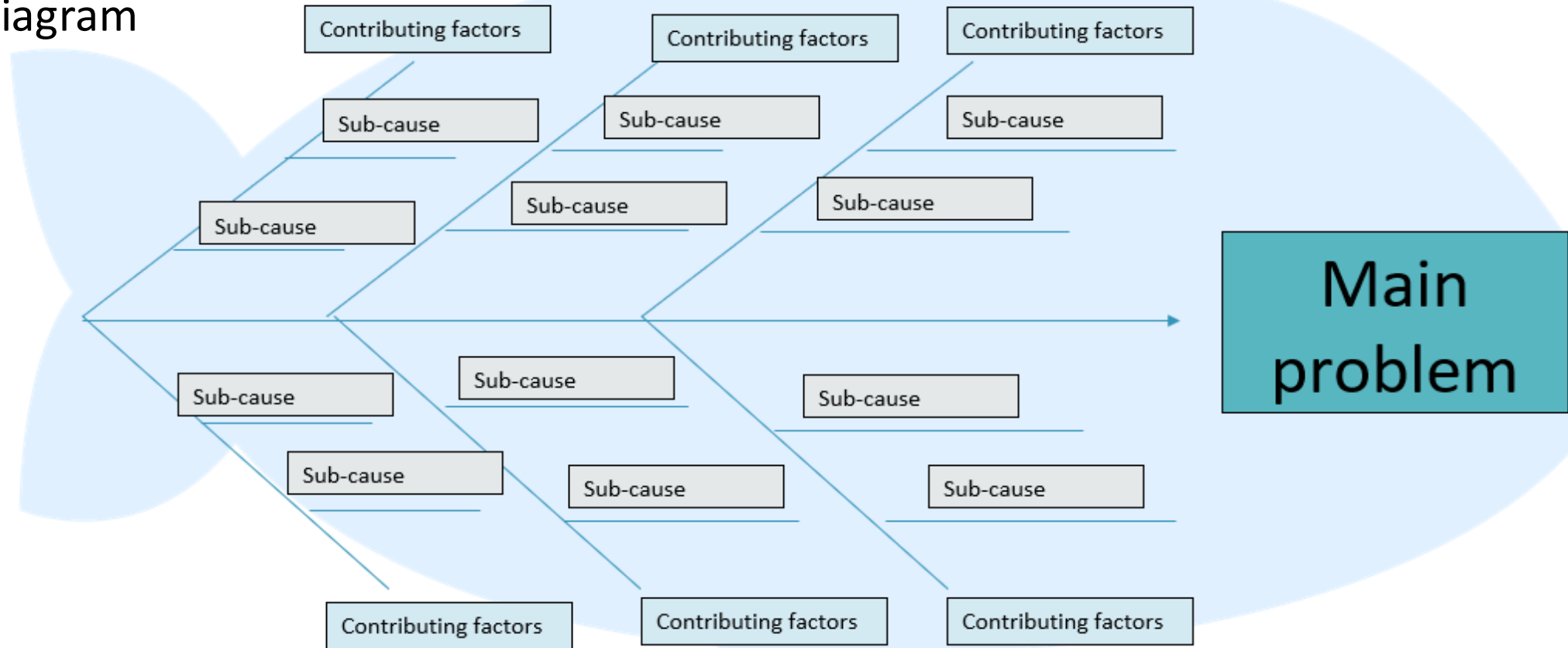
## Eight Problem Solving Tools

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

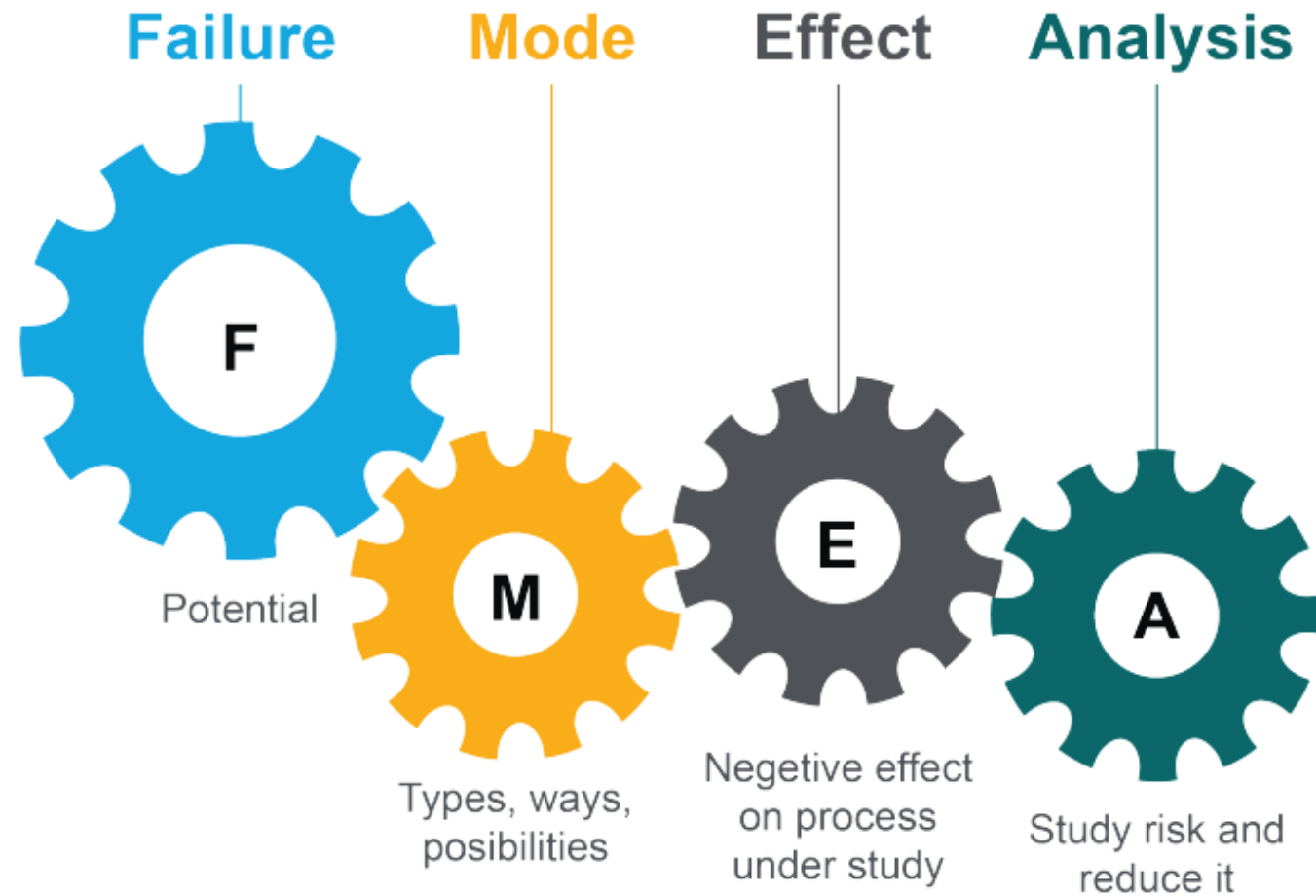
## 1. Problem Solving Tool: Fishbone diagram



# Solve Complex Problems

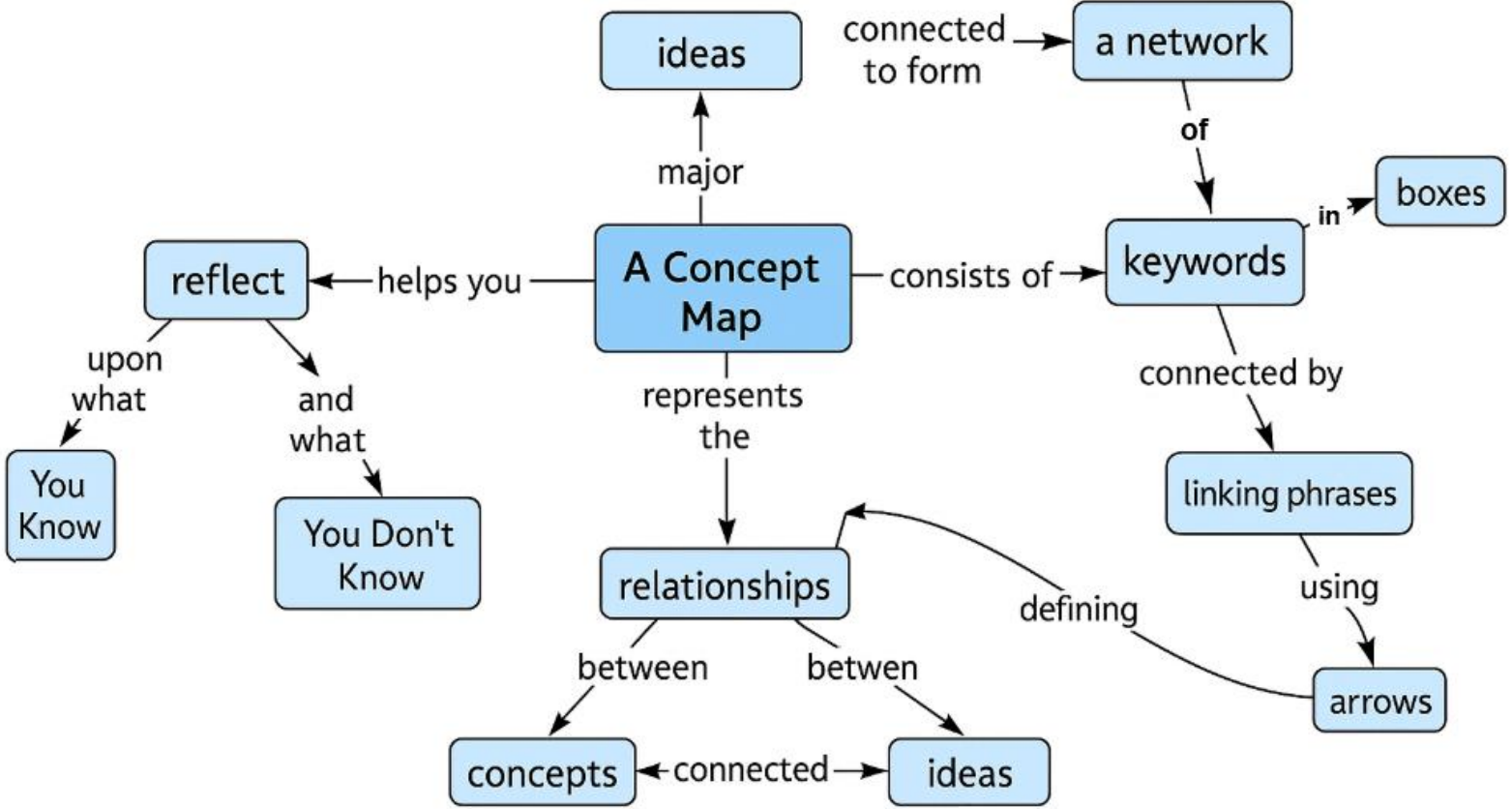
## 2. Problem Solving Tool:

Failure Mode and  
Effects Analysis (FMEA)



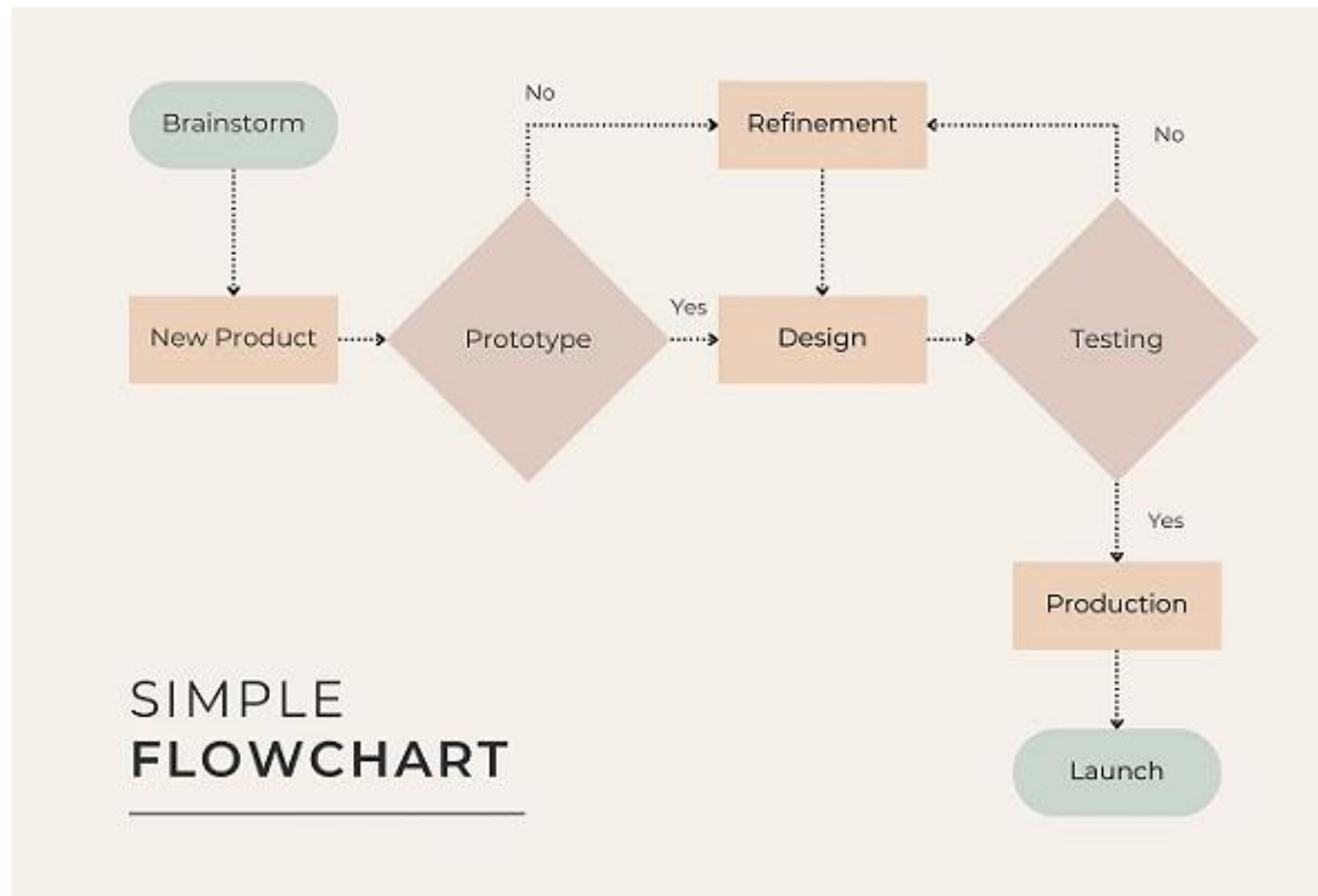
# Solve Complex Problems

## 3. Problem Solving Tool: Concept Maps



# Solve Complex Problems

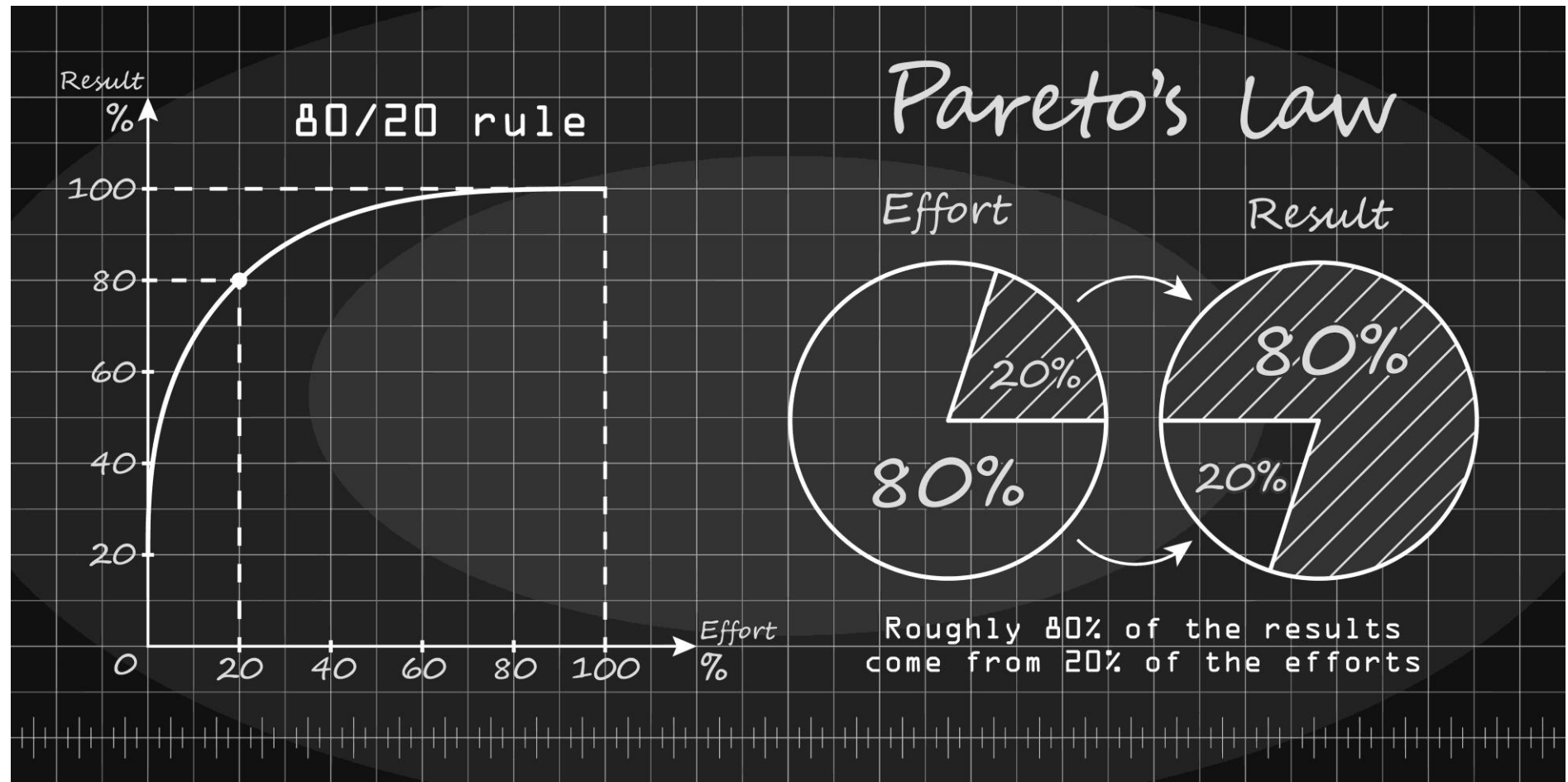
## 4. Problem Solving Tool: Flowcharts



# Solve Complex Problems

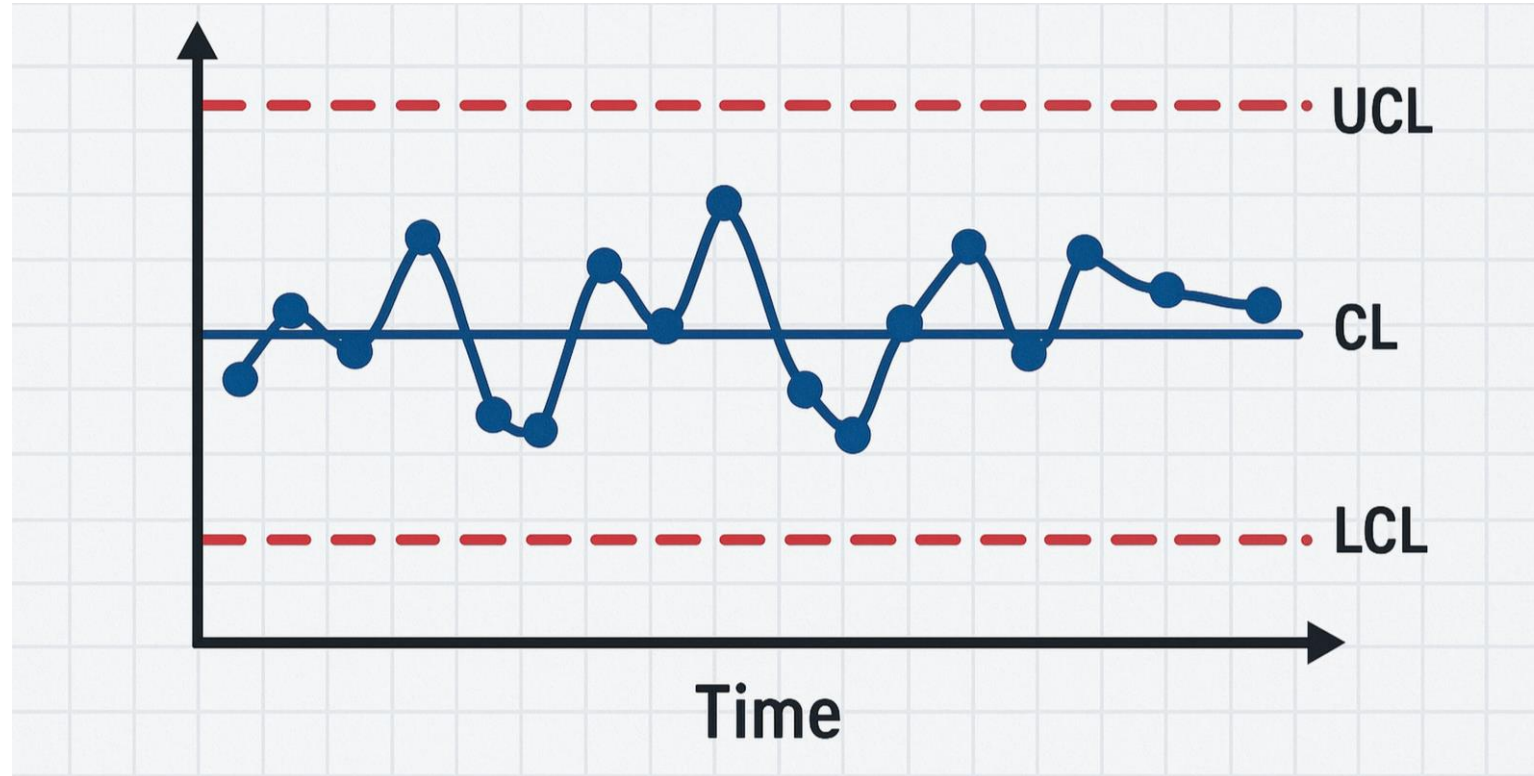
## 5. Problem Solving Tool:

### Pareto Chart



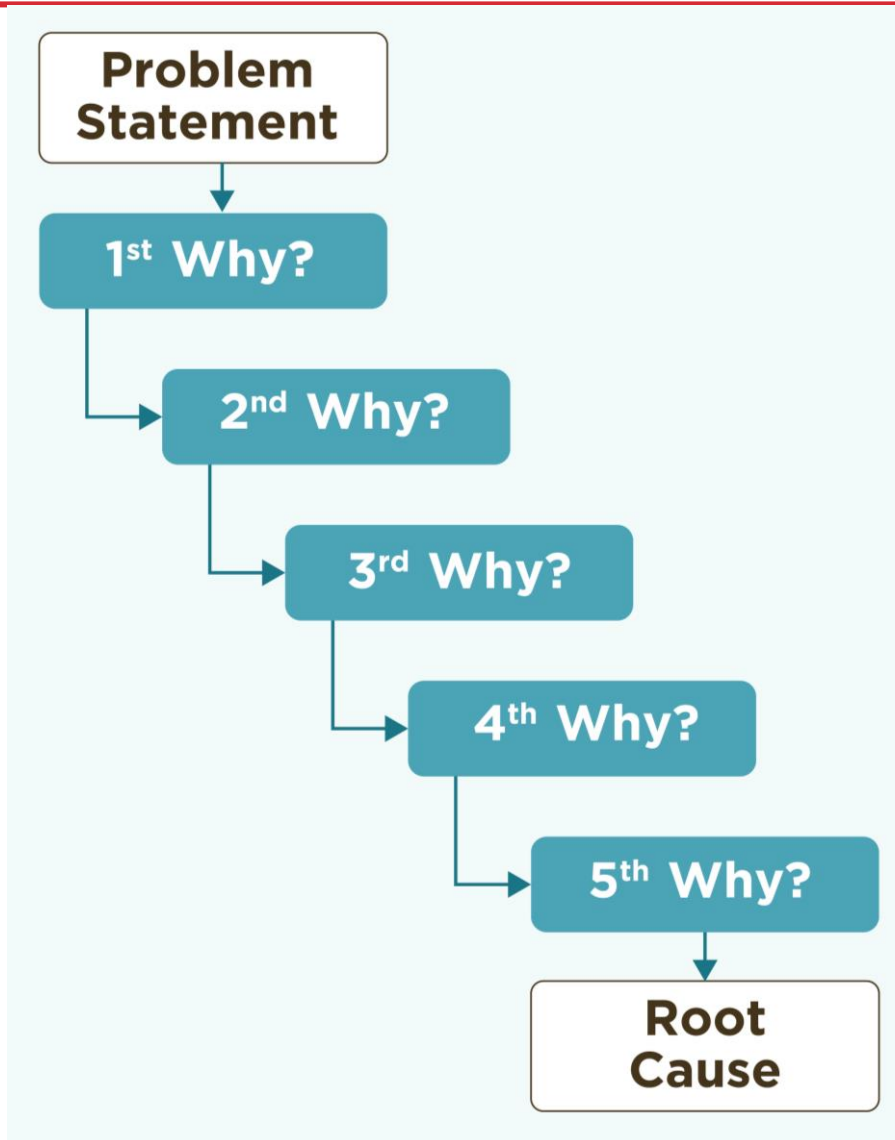
# Solve Complex Problems

## 6. Problem Solving Tool: Control Chart



# Solve Complex Problems

## 7. Problem Solving Tool: The 5 Whys



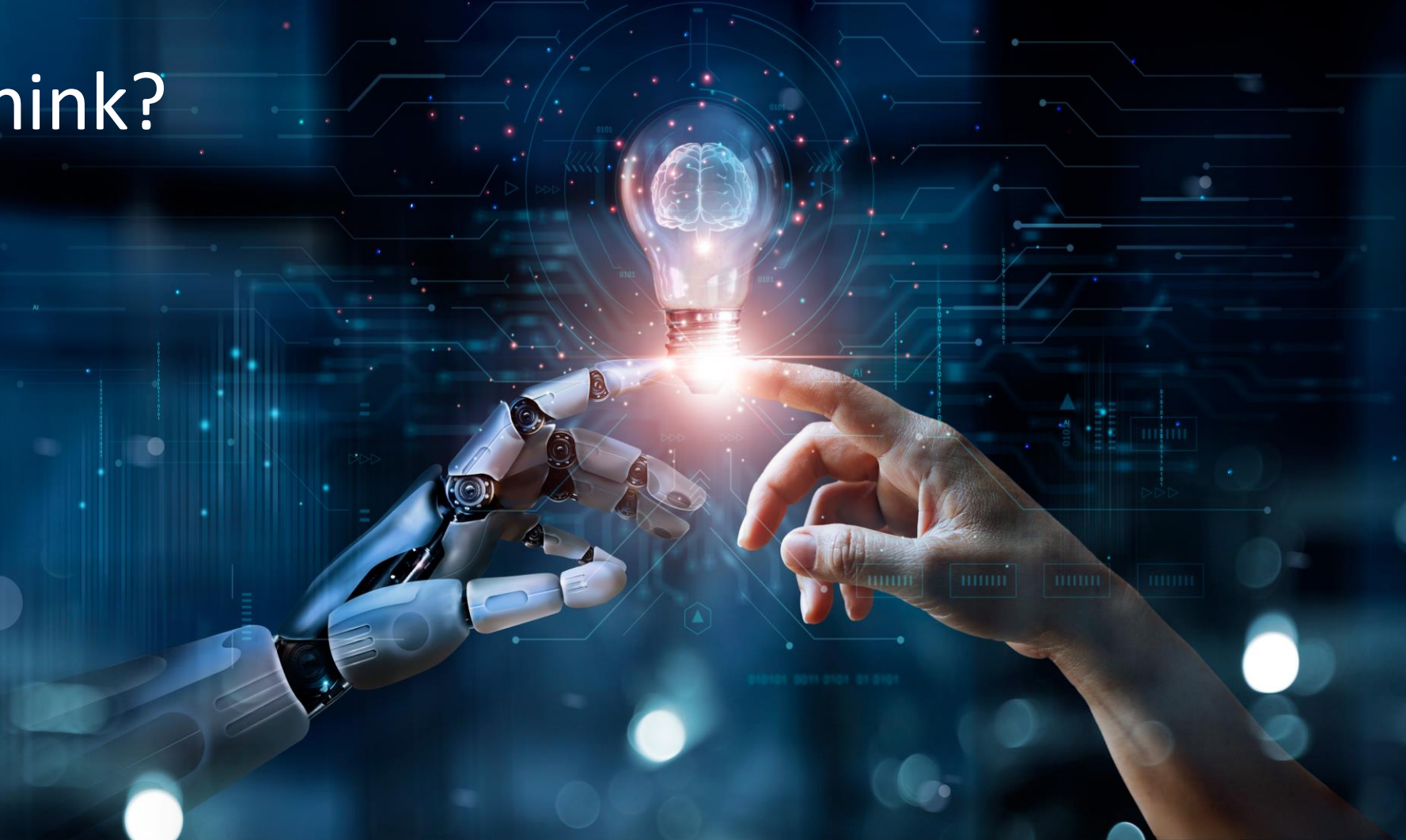
# Solve Complex Problems

## 8. Problem Solving Tool: Brainstorming



# Does Generative AI Help or Hurt Creativity?

What do you think?

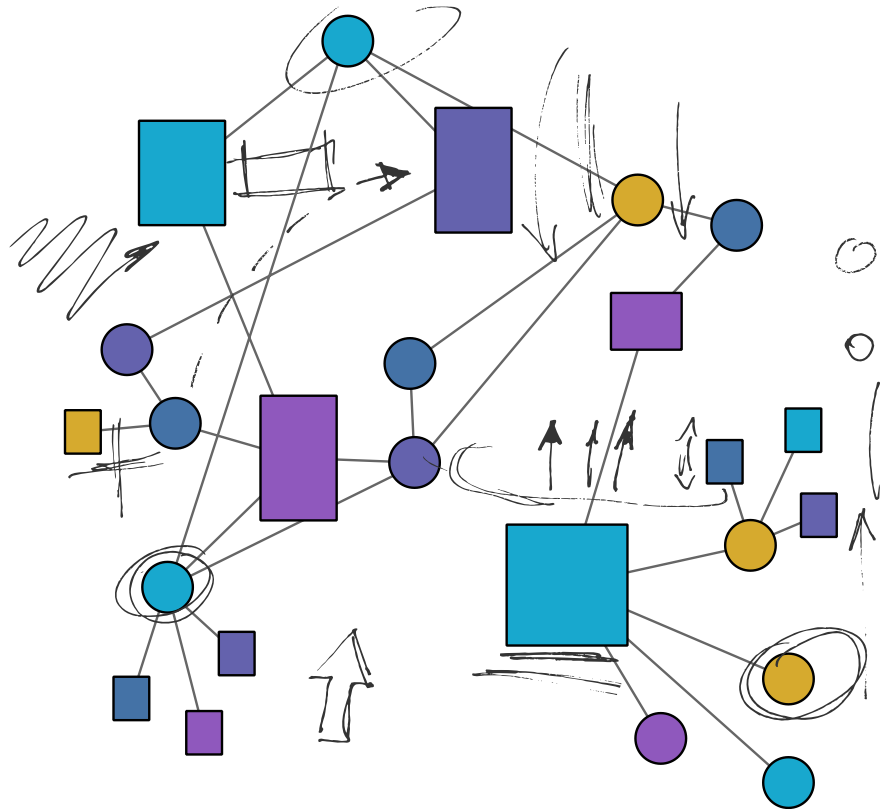


# Part 3

## Creativity Fundamentals - Types of Thinking

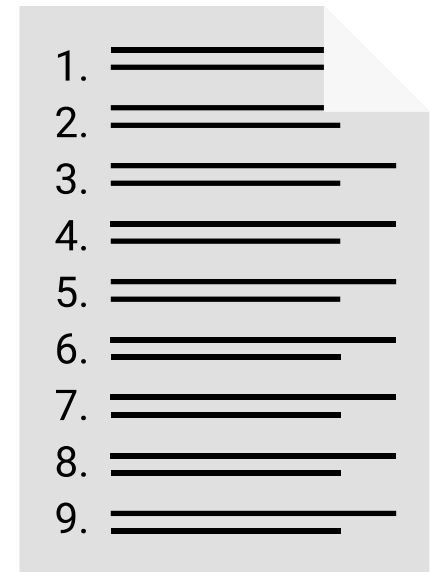
# Divergent vs Convergent Thinking

## DIVERGENT THINKING

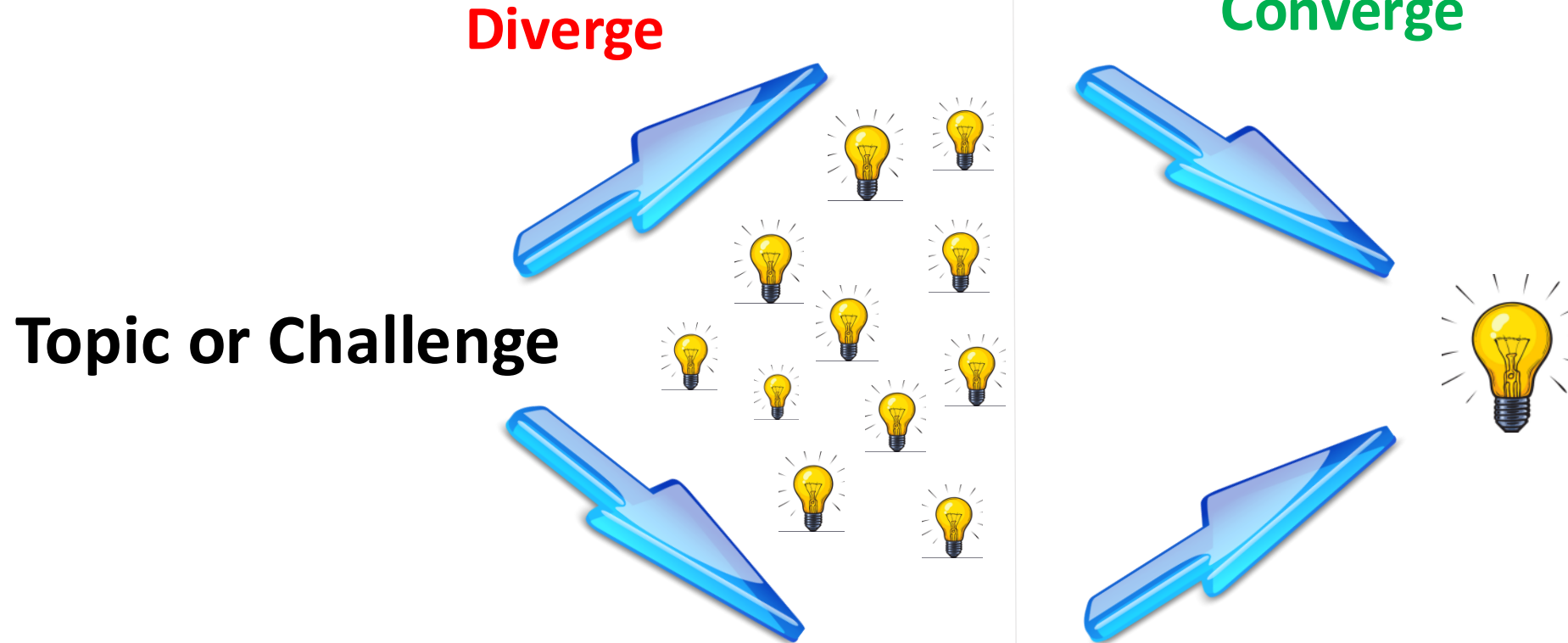


VS.

## CONVERGENT THINKING



# Creativity Concepts



# Part 4

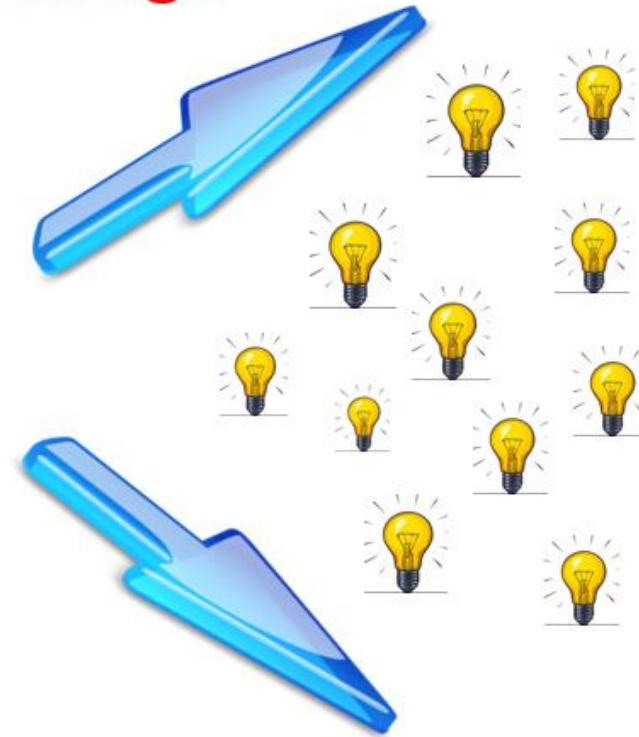
## Using Simple Creativity Tools

# 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

**How could we improve a bathtub?**

# 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

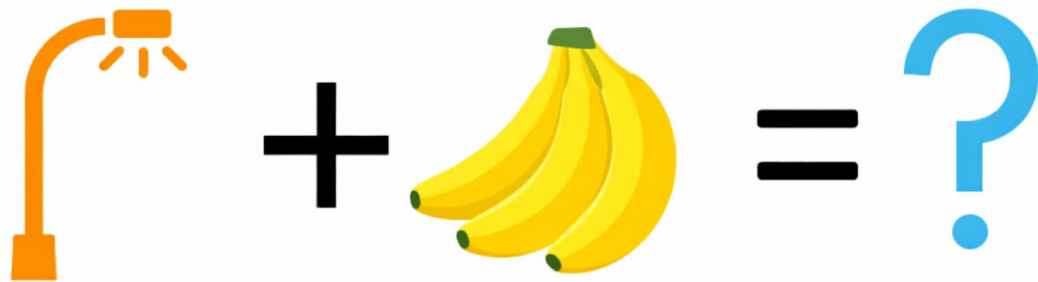
Las Vegas – Go to shows and have great dinners	Cruise – great meals and see multiple countries	Disney World – great fun for the kids and all in one place
Alaska – see the Northern Lights	Italy – see where grandpa is from, amazing food	NYC – Broadway and tours
Island – Any beach vacation for pure relaxation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

# Forced Connections

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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

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# Convergent Thinking

**Which idea is the best?**

**Selection Options:**

Dot Voting

Pairwise / Evaluation Matrix

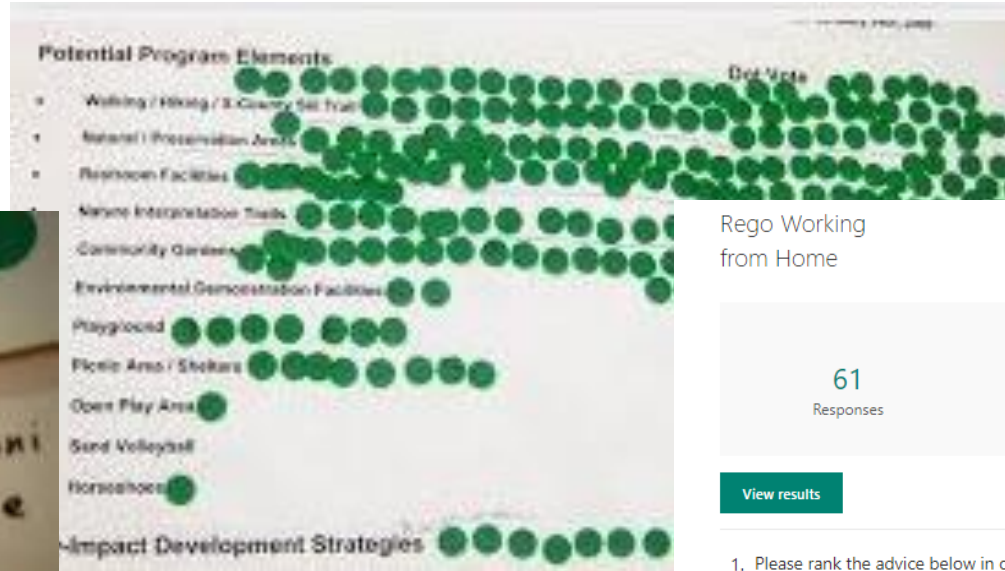
Converge



The “Last 3<sup>rd</sup> Rule”

# Convergent Thinking

## Dot voting



Rego Working from Home

61 Responses

12:51 Average time to complete

Active Status

View results

Open in Excel

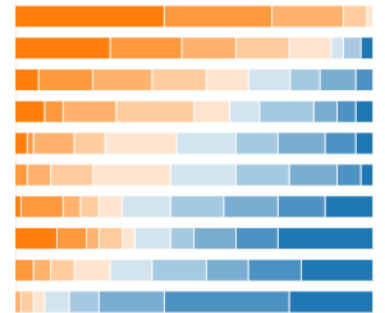
1. Please rank the advice below in order from 1-10. 1= the most valuable advice when working from home. Add any new recommendations in the text space in question 2.

[More Details](#)

Rank Options

- | Rank | Options                            |
|------|------------------------------------|
| 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 ...  |

First choice Last choice



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



## The “Last 3<sup>rd</sup> 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 3<sup>rd</sup> 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.

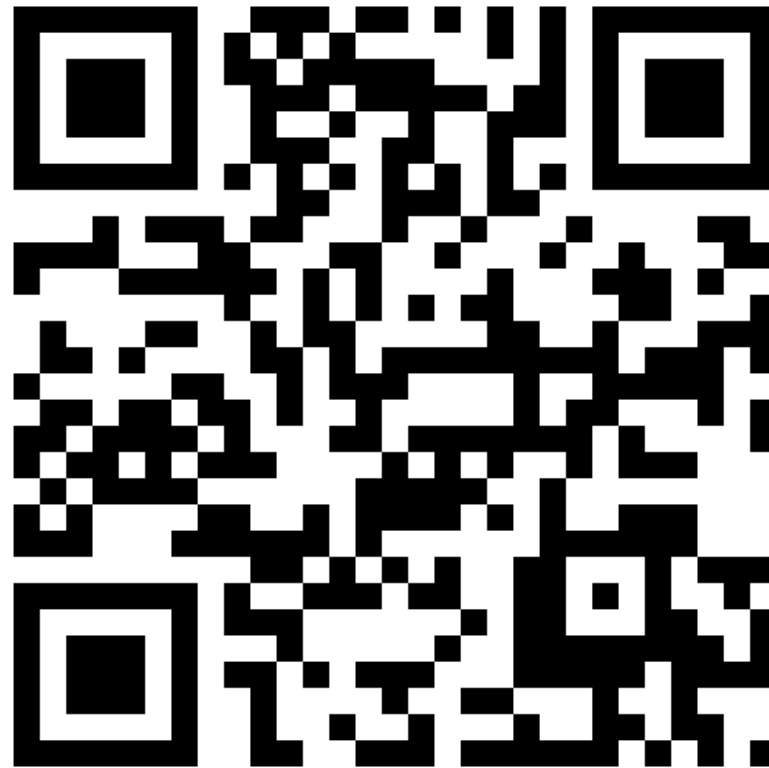
- ✔ **Tools matter**  
Simple frameworks like Divergent / Convergent Thinking, Brain Writing, and Forced Connections help unlock new possibilities.

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



# Surveys

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





**Jacob Cancelliere, PMP**

*VP of Account Enablement*  
Rego Consulting



Let's Connect on LinkedIn



**Eric Myers, PMI-ACP, SPC, PMP**

*Strategic Consultant, Coach*  
Rego Consulting



Let's Connect on LinkedIn

**Thank you!**

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

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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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