

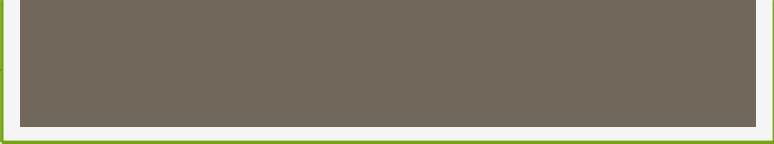
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# Introduction to Creativity

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What is  
creativity?

# This is Creativity...

## ✓ The Ability...

- to generate new ideas, new solutions and new ways of looking at problems and opportunities

## ✓ The Attitude that...

- accepts change and welcomes new things,
- is flexible & willing to experiment with new possibilities,
- is always seeking to improve.

## ✓ The Process...

- Of continually improving ideas and solutions, by making alterations and refinements

# Creative methods

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- Evolution,
- Revolution,
- Synthesis,
- Reapplication &
- Changing direction



# Are You A Creative Type?

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- The Pareto Theory
  - **CREATIVES** are preoccupied with possibilities of new combinations; are not content leaving well enough, and always wondering how to change things for the better ...
  - **FOLLOWERS** are always ready adapt and adopt promising new combinations advanced by the creatives; always on a lookout for promising technologies ...
  - **RENTIERS** are routine, steady-going, unimaginative, conserving people, whom the creatives manipulates



# How do you optimize your Brain?

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- **Most of Us Use Only 3% of our Brain....**
- This leaves 97% capacity to expand our thoughts, ideas, information, and knowledge



# Theories of Creativity

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## Traditional Theories

- Grace
- Accident
- Mental Illness Theory
- Humanistic Theory based on Maslow's hierarchy of needs
- Psychoanalytical theory – repressed emotions

## Modern Theories

- Association
- Co-creation
- Social dimensions of creativity
- Cognitive theories
- Distributed Cognition
- Bounded rationality



# INFLUENCES ON CREATIVITY

## Discussion Point

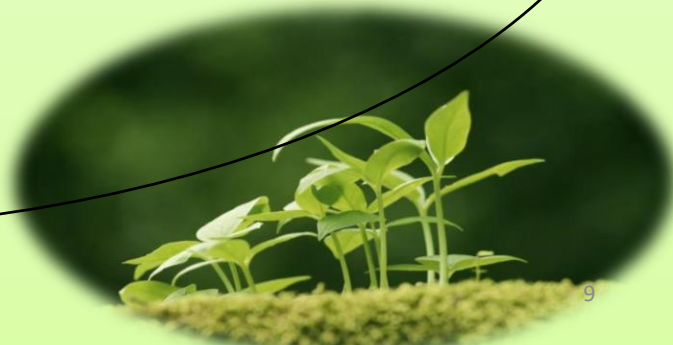
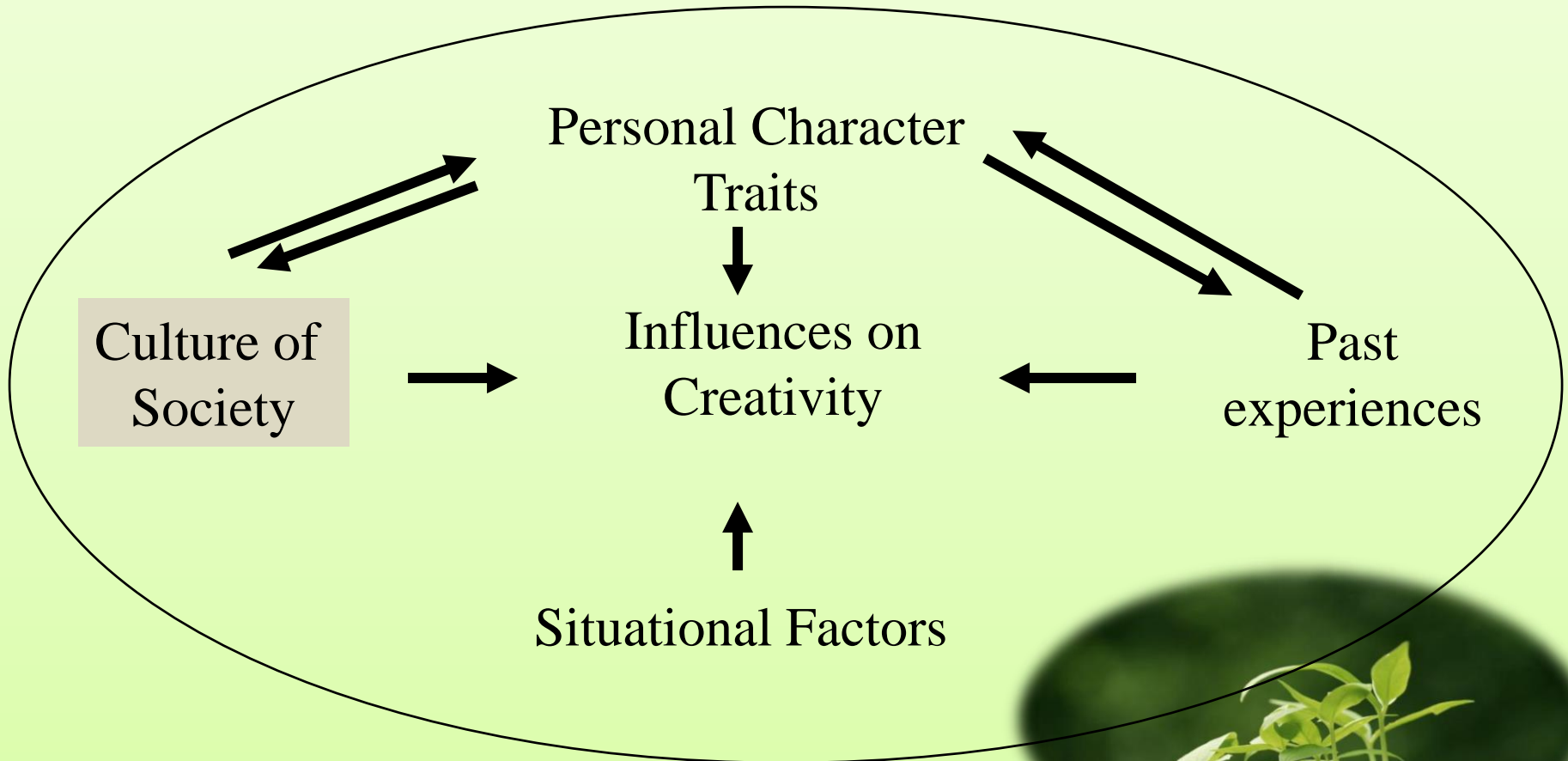
A: What helps you personally to be more creative?

B: What stops you personally being more creative?





# Influences on Creativity



# Knowledge Conversion

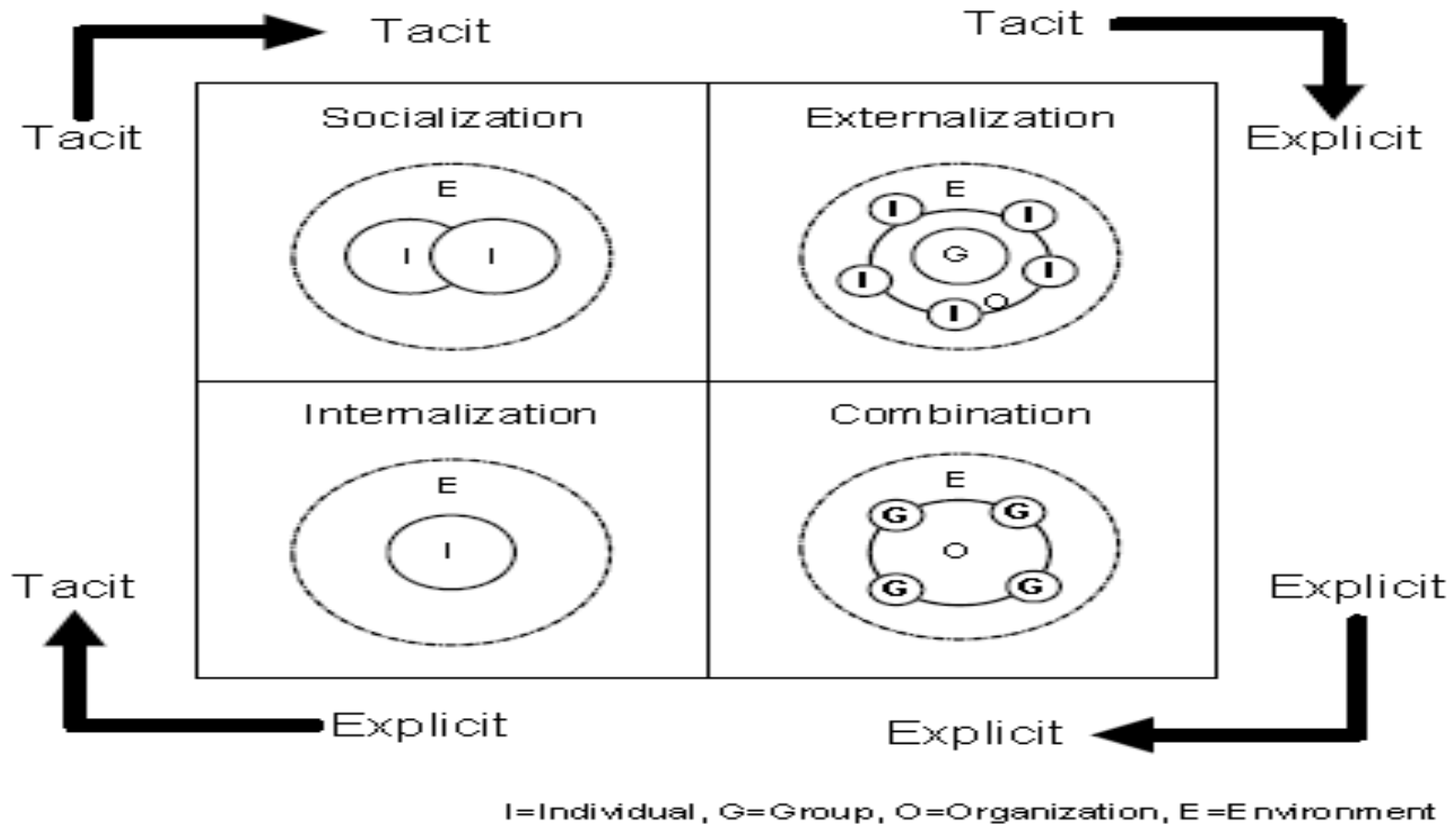


Figure 2: Theory of Knowledge Creation by Nonaka and Toyama (2003)

# Enhancing Personal CREATIVITY

## Discussion Point

What triggers your Inquisitive, Curious, Creative Mind?



# Motivations for Personal Creativity

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## Internal

- Passion
- Interest

## External

- Rewards
- Recognition
- Challenges
- Workplace situations
- Teams
- Contribution to a cause



# Enhancing Creativity in CEDAT

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- Create a Strategic Vision
- Establish Innovation as a Priority
- Create Structures that Promote Collaboration
- Establish Processes to Convert Ideas to Innovations
- Allocate Resources
- Train employees and students on Creativity Tools
- Measure & Communicate Results
- Recognize Creative Behavior
- Reward Innovative Results



# Be a Creativity Enhancing Lecturer

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- Create an external focus
  - define success in market terms
- Be a clear thinker
  - Simplify strategy into specific actions, make decisions and communicate priorities
- Have imagination and courage
  - Take risks on people and ideas
- Energize student teams through inclusiveness
  - Connect with people, build both loyalty and commitment
- Develop expertise in a function or domain
  - Use depth as a source of confidence to drive change

