

Creativity FOR EVERYONE

Innovation requires creativity, a skill that can be (re)claimed.

Top 3 work skill

Creativity is the third most **critical human skill** for the workplace¹, thanks to technological developments of the fourth industrial age, and the necessity of innovation in all organisations.



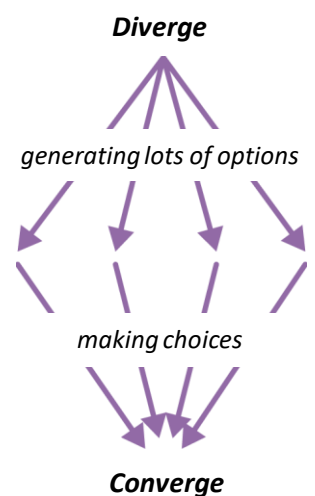
7 in 10 people unfulfilled

People feel they are not living up to their creative potential². **Creative confidence** requires a work culture that nurtures individual creative potential, supports speaking up, and embraces the fluidity of creative process.

2 modes of thinking

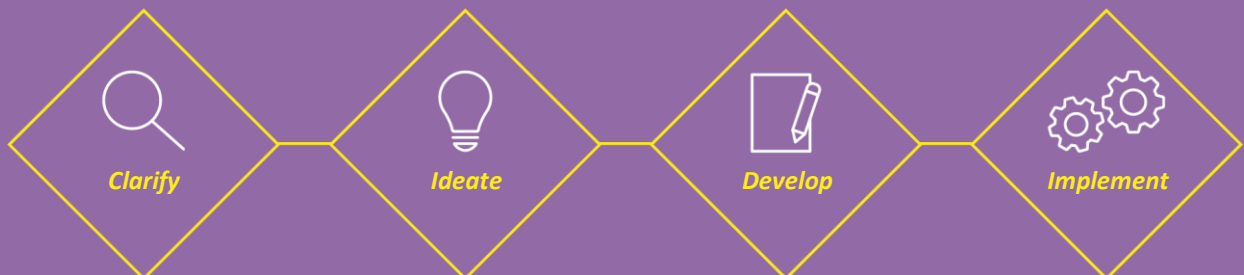
Creativity research pioneer Alex Osborn coined the term **brainstorming** in 1942³. He believed that many minds are better than one, provided the group is **inclusive** and divergent. Both **divergent** and **convergent** thinking modes are needed for creativity. Alternating between individual and group activities, and repeated cycles of diverge/converge enhances outcomes.

Creativity research has exploded since the 1950s. Today we know that creative thinking doesn't take place exclusively in the brain's right hemisphere. Multiple brain mechanisms and networks are involved. **Connections form dynamically**. An "aha" may come to us at any time.



4 stage creative problem solving process

It's human nature to jump to solutions. Following the four stages of creative problem solving (CPS)⁴ with **deliberate** divergent and convergent techniques helps us generate lots of alternatives and execute on strong solutions. CPS is a universal, bedrock process. It can be applied to any challenge.



2x quality ideas

Students **trained in divergent thinking** have double the number of quality ideas⁵. **Fluency, originality, flexibility** and **elaboration** are the skills associated with divergent thinking, enhancing potential for novel, fresh ideas⁶.

creativ^er

Creativity comes from the Latin term creō: to create, make. Our short and simple definition of *applied creativity*: *The generation of ideas that have value.*

Sources: 1. World Economic Forum (2016) *The Future of Jobs Report*; 2. Adobe (2016), *State of Create*; 3. Osborn, A. (1942) *How to Think Up*, New York & London, McGraw Hill Book Company.; 4. CPS model based on the work of Puccio, G.J., Mance, M., Murdock, M.C., Vohar, J., Firestein, R., Thurber, S., and Nielsen, D. (2011); 5. Parnes, S. & Noller, R. (1972) *Applied Creativity: The creative studies project. Part II – Results of the two-year program*, *The Journal of Creative Behaviour*, 6(3), 164-186. 6. P.E. Torrance, P.E. (1987) *Guidelines for administration and scoring/comments on using the Torrance Tests of Creative thinking*, Scholastic Testing Service, Inc, Bensenville, IL.

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