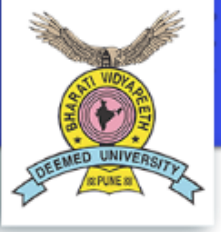




Unit -4 CREATIVITY.

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Creativity is the act of turning new and imaginative ideas into reality. Creativity is characterized by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity involves two processes: thinking and then producing.

If you have ideas but don't act on them, you are imaginative but not creative.



Fostering Creativity at Work: Rules.: HP, which in fact started in a garage, defined These.

- Believe you can change the world.
- Work quickly, keep the tools unlocked, work whenever.
- Know when to work alone and when to work together.
- Share – tools, ideas. Trust your colleagues.
- No politics.
- No bureaucracy.
- The customer defines a job well done.
- Radical ideas are not bad ideas.
- Invent different ways of working.
- Make a contribution every day. If it doesn't contribute, it doesn't leave the garage.
- Believe that together we can do anything.
- Invent.

CREATIVITY PROCESS AND TECHNIQUES





The creative process is the evolution of an idea into its final form through a progression of thoughts and actions. The creative process involves critical thinking and problem-solving skills. Creative ideas don't just pop in your head. If you need to come up with innovative ideas you need to set the circumstances for it to occur or give your brain the right material to work with.

- **Preparation**
- **Investigation**
- **Transformation**
- **Incubation**
- **Illumination**
- **Verification**
- **Implementation**



BARRIERS TO CREATIVITY

Barriers to creativity can prevent us from unlocking the creative potential that we are all capable of. Being aware of the barriers should prepare you for recognizing when they occur and arm you with the potential to break past them.

- 1.Lack of Autonomy
- 2.Unclear Direction
- 3.Fear
- 4.Inadequate Resources
- 5.Functional Fixedness



6. Self Censorship
7. Micro Management
8. Over Thinking
9. Creativity Myths
10. Lack Of Time
11. Lack Of Sleep
12. Criticism
13. Cultural
14. Rules, policies and procedures



15. Distraction

16. Lack Of Knowledge.

17. Perfectionism

18. Criticism

Creativity and innovation can push you to take a detour from conventional ways of living and working. For instance, COVID-19 has brought about revolutionary changes to our workplaces. Many of us never imagined we would be able to attend meetings and collaborate with our teammates from home without meeting them in person.



THANK YOU.