



PROFESSIONAL GUIDE: CREATIVE THINKING



PROMASTERS

CONTENTS

WHAT IS CREATIVE THINKING?	3
HOW TO IMPROVE CREATIVITY	4
ASK “WHY” FIVE TIMES.....	5
POWERFUL QUESTIONS.....	5
DIVERGENT THINKING.....	5
CONVERGENT THINKING.....	6
BRAIN STORMING.....	6
CREATIVITY	6
CHARACTERISTICS OF A CREATIVE PERSON	6
TOP CREATIVE THINKING SKILLS ANALYTICAL	7
TOP CREATIVE THINKING SKILLS OPEN-MINDED.....	7
TOP CREATIVE THINKING SKILLS PROBLEM SOLVING.....	7
TOP CREATIVE THINKING SKILLS	8
ORGANIZATION.....	8
COMMUNICATION.....	8
CREATIVE PROBLEM-SOLVING.....	9

What is creative thinking?



- The ability to imagine or invent something new
- The ability to generate new ideas by combining, changing, or reapplying existing ideas
- The attitude to accept change and new ideas, a willingness to play with ideas and possibilities, a flexibility of outlook

How to improve creativity

- Learn more about critical and creative thinking elements and processes
- Expand your knowledge base beyond your discipline, e.g., obtain a liberal arts degree, take courses in disciplines outside your specialty, start a hobby outside your specialty
- Practice, practice, practice

Left and Right side of brain

Analytical Thinking

Numbers

Language

Reasoning

Logic

Science & Math



Emotional Intelligence

Imagination

Expression

Art Awareness

Intuition

Creativity

Ask “Why” Five Times

- Ask "Why" a problem is occurring and then ask "Why" four more times. For example...
- Why has the machine stopped? A fuse blew because of an overload
- Why was there an overload? There wasn't enough lubrication for the bearings
- Why wasn't there enough lubrication? The pump wasn't pumping enough
- Why wasn't lubricant being pumped? The pump shaft was vibrating as a result of abrasion
- Why was there abrasion? There was no filter, allowing chips of material into the pump
- Installation of a filter solves the problem.

Powerful Questions

- What seems to be the trouble?
- What concerns you the most about_____?
- What is holding you back from_____?
- What seems to be your main obstacle to_?

Divergent Thinking

- Divergent thinking is a thoughtful process or method used to generate creative ideas by exploring many possible solutions

Convergent Thinking

- Convergent thinking is the type of thinking that focuses on coming up with the single, well-established answer to a problem. It is oriented towards deriving the single best, or most often correct answer to a question

Brain Storming

- Brainstorming is not about reaching results. Its about generating many ideas and it is an integral part of the problem-solving process

Creativity

- An Ability: To generate new ideas by combining, changing and reapplying existing ideas.
- An Attitude: The ability to accept change
- A Process: The creative person knows that there is always room for improvement.

Characteristics of a creative person

- Curious
- Seeks problems
- Enjoys challenge
- Optimistic
- Able to suspend judgement
- Imaginative
- Sees problems as opportunities
- Doesn't give up easily

Top Creative Thinking Skills Analytical

- Before thinking creatively about something, you first have to be able to understand it.
- This requires the ability to examine things carefully to understand what they mean.
- Whether you are looking at a text, a set of data, a lesson plan, or an equation, you need to be able to analyze it first.

Top Creative Thinking Skills Open-Minded

- Creativity involves thinking of things no one else has considered before.
- You have to set aside any assumptions or biases you may have, and look at things in a completely new way.
- By coming to a problem with an open mind, you allow yourself the chance to think creatively.

Top Creative Thinking Skills Problem Solving

- Employers don't simply want to hire creative people because they are impressive.
- They want creative employees who will help them solve work-related issues.
- Therefore, when applying for jobs, highlight your ability not only to think creatively, but to use your creativity to solve an important issue.

Top Creative Thinking Skills

Organization

- Organization is an important part of creativity.
- While you might need to get a bit messy when trying out a new idea, you then need to organize your ideas so that other people will be able to understand and follow through with your vision.
- Being able to structure a plan of action with clear goals and deadlines is vital.

Communication

- People will only appreciate your creative idea or solution if you can communicate it effectively to the people you work with (or your clients or vendors).
- Therefore, you need to have strong written and oral communication skills.
- You also need to be able to fully understand a situation before thinking creatively about it.
- Therefore, you also need to be a good listener. By asking the right questions and understanding the problem, you can come up with a unique solution.

Creative Problem-Solving

- Creative problem-solving stands out as innovative.
- A creative problem solver will find new solutions rather than simply identifying and implementing the norm.
- You might brainstorm new ways to cut energy use, find new ways to cut costs during a budget crisis, or develop a unique litigation strategy to defend a client.
- These all entail creative thinking on your part.
- Brainstorming at a staff meeting to set a strategy for the next year
- Brainstorming ways to cut energy use
- Coming up with new procedures to improve quality
- Devising a more efficient way to process travel reimbursements
- Identifying ways to cut costs during a budget crisis
- Increasing staff productivity by devising performance incentives
- Restructuring a filing system to facilitate easier retrieval of information
- Suggesting new ways of communication to alleviate marital conflict
- Suggesting a way to improve customer service

