

The background features large, abstract, organic shapes in dark blue and orange. The dark blue shapes are located in the top-left and bottom-right corners, while the orange shapes are in the top-right and bottom-left corners. The text is centered in the white space between these shapes.

Explore the World of Creativity & Innovation

PT Berca Hardayaperkasa

Program Objective

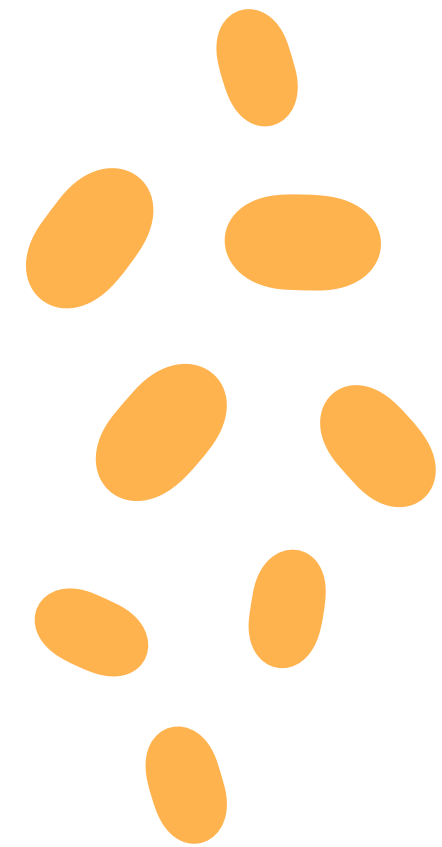
- 👤 Explore the World of Creativity & Innovation
 - 👤 What's and Why we have Creativity?
 - 👤 Why've we do Innovation
- 👤 Discover MAGIC principles to help us become more creative
- 👤 How To Be More Creative and Innovative

Creativity

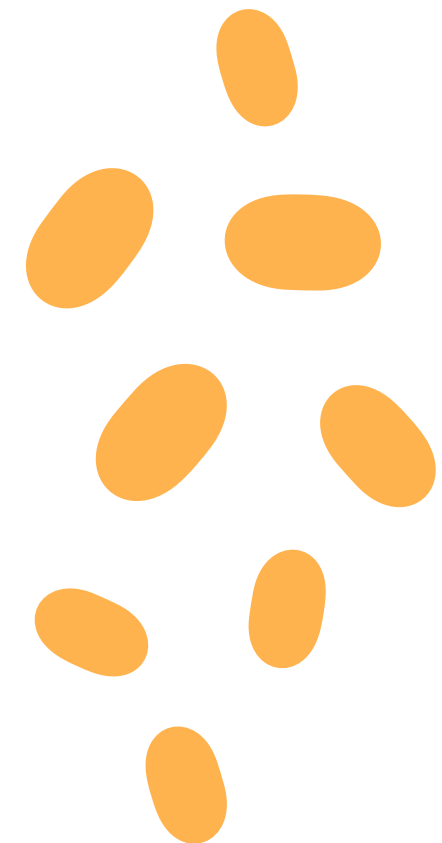
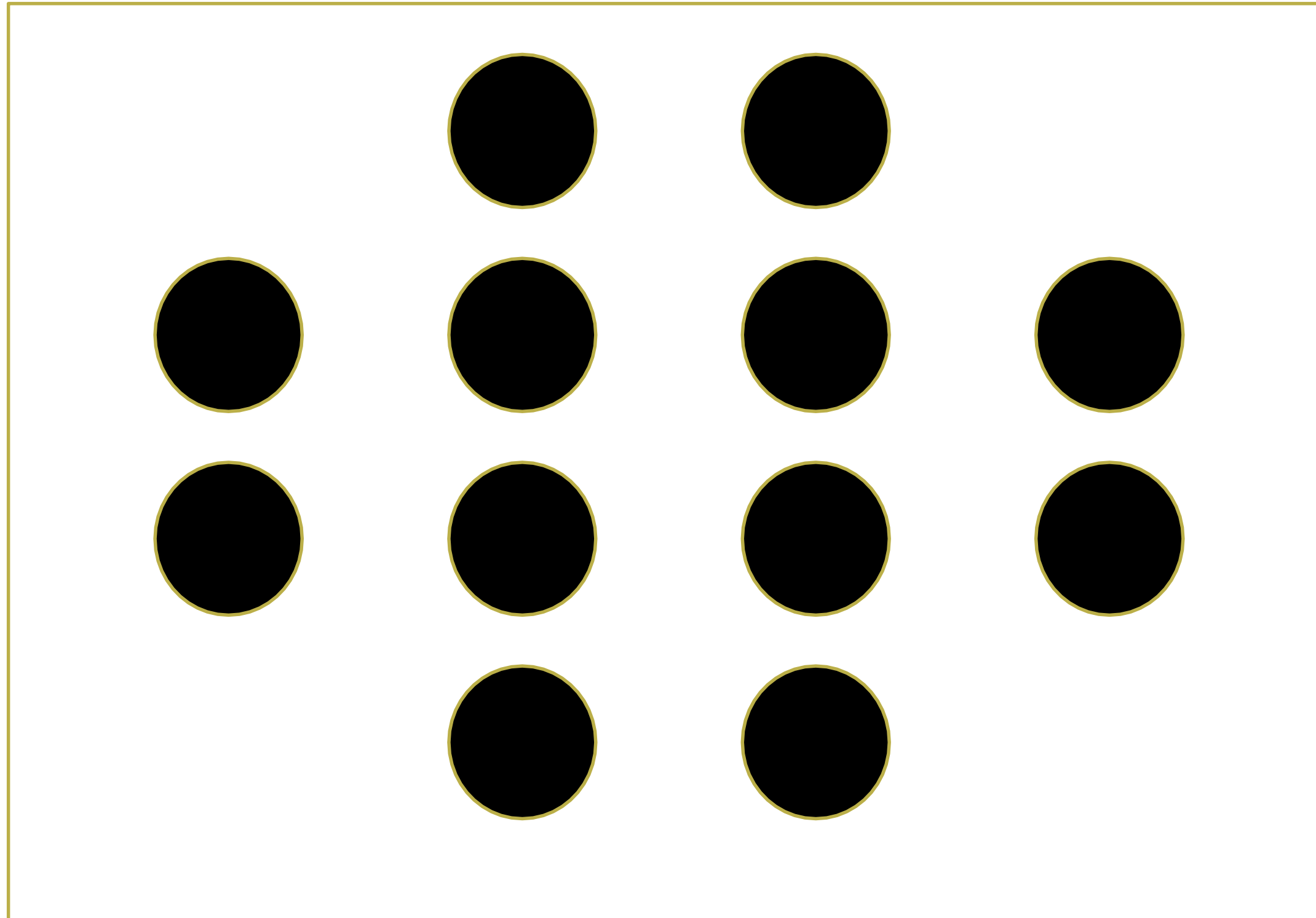
Seeing the same thing as everybody else but
thinking of something different

Creativity is Thinking Differently

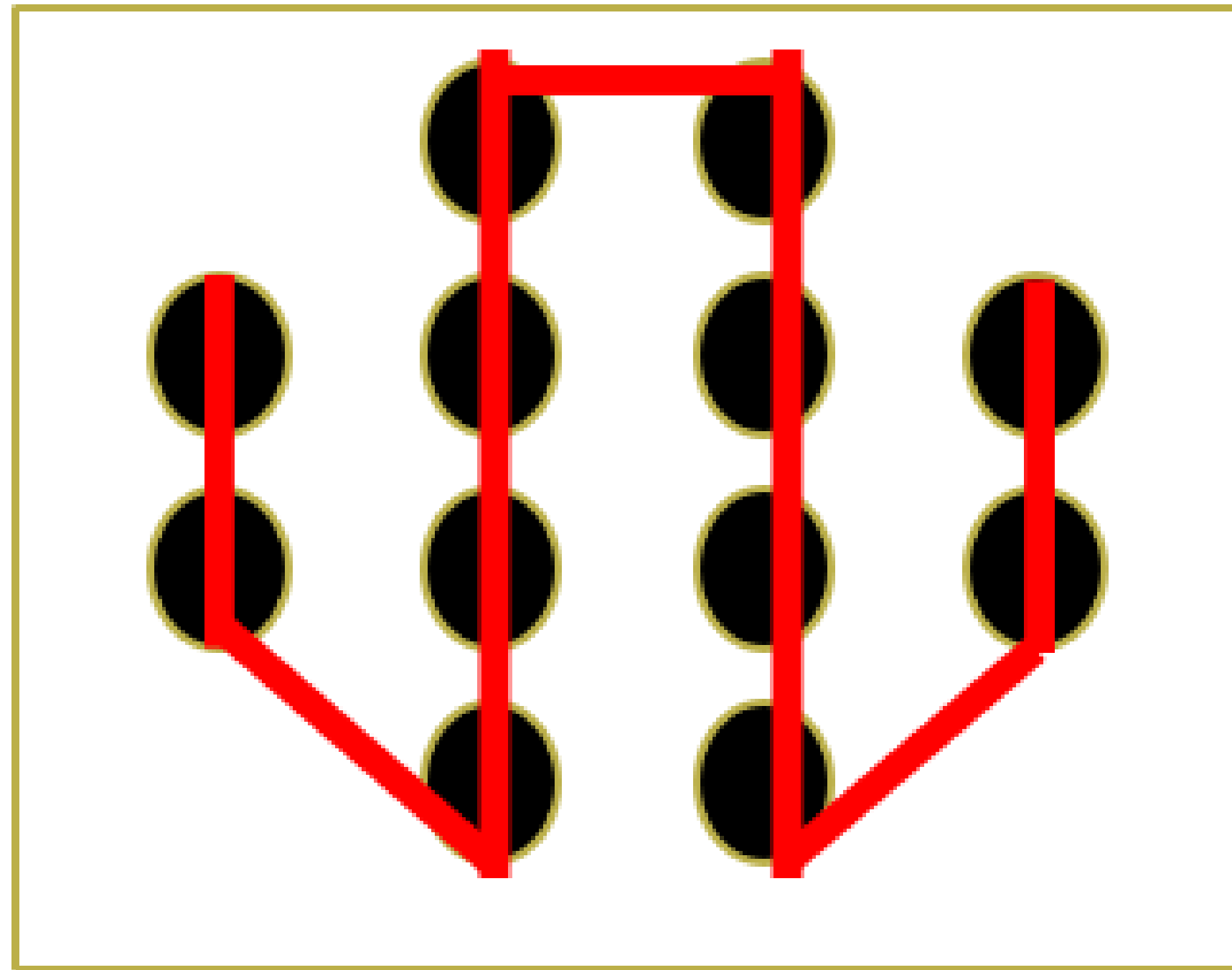
Creativity is Thinking Uncommon



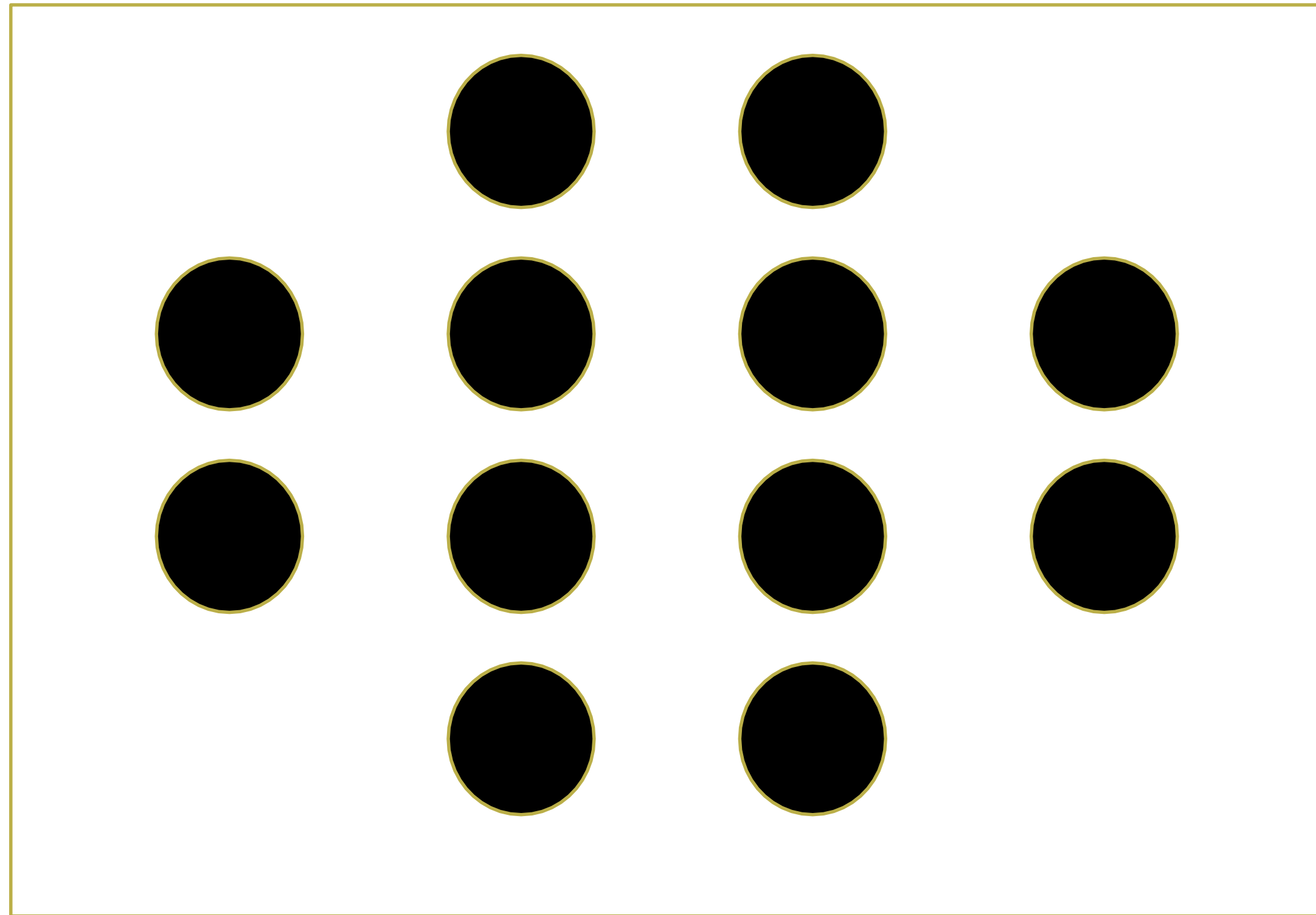
*Buatlah 7 Garis Tanpa Mengangkat Alat
Tulis Anda*



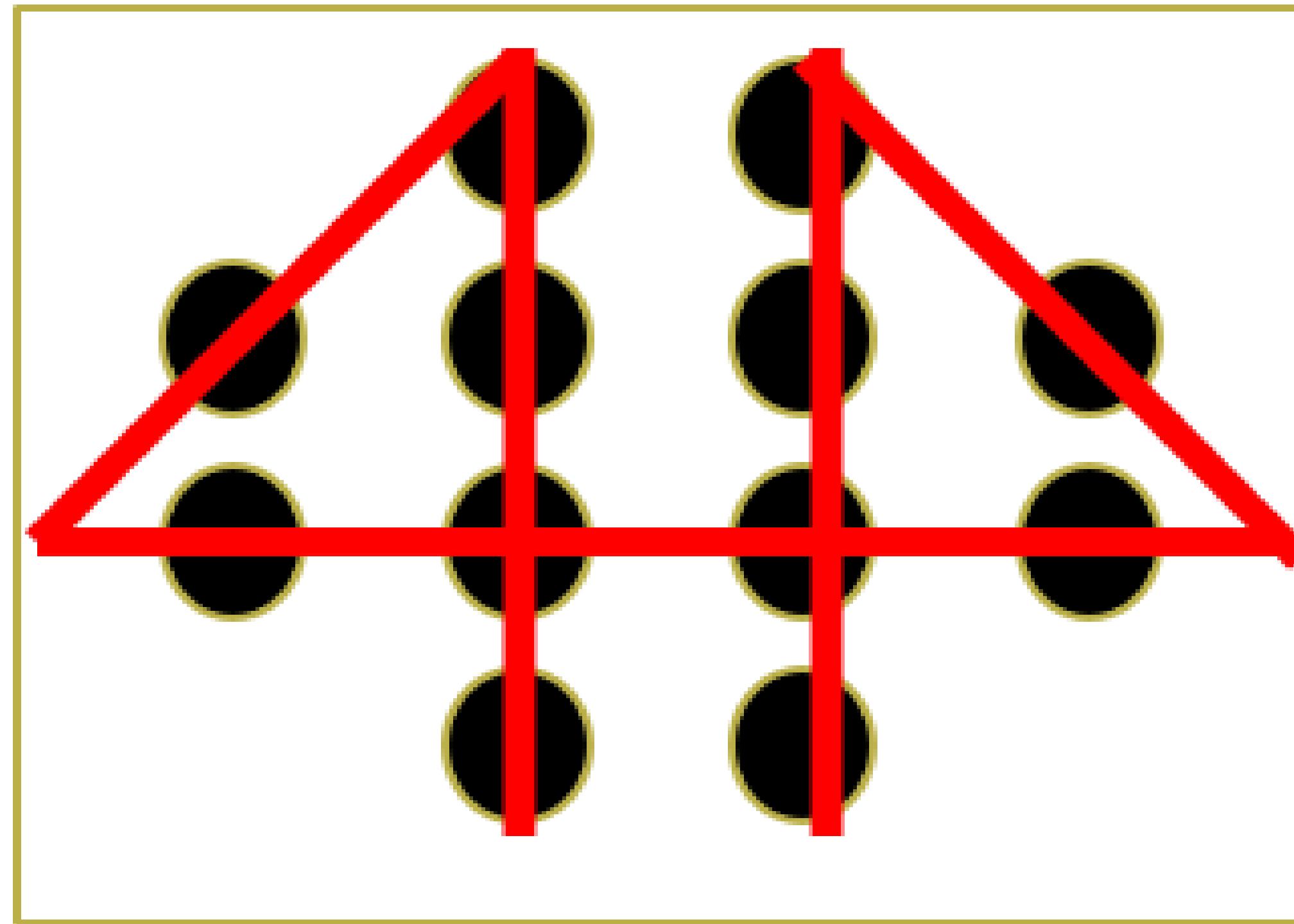
Buatlah 7 Garis Tanpa Mengangkat Alat Tulis Anda



*Buatlah 5 Garis Tanpa Mengangkat Alat
Tulis Anda*




*Buatlah 5 Garis Tanpa Mengangkat Alat
Tulis Anda*





Why Creativity ?

- 'Color' your life
 - Balance your brains
 - Enrich ideas & solutions
 - Make you contributive
 - Increase Adaptability
 - Satisfaction your job
- 

VideoSpiration



Innovation

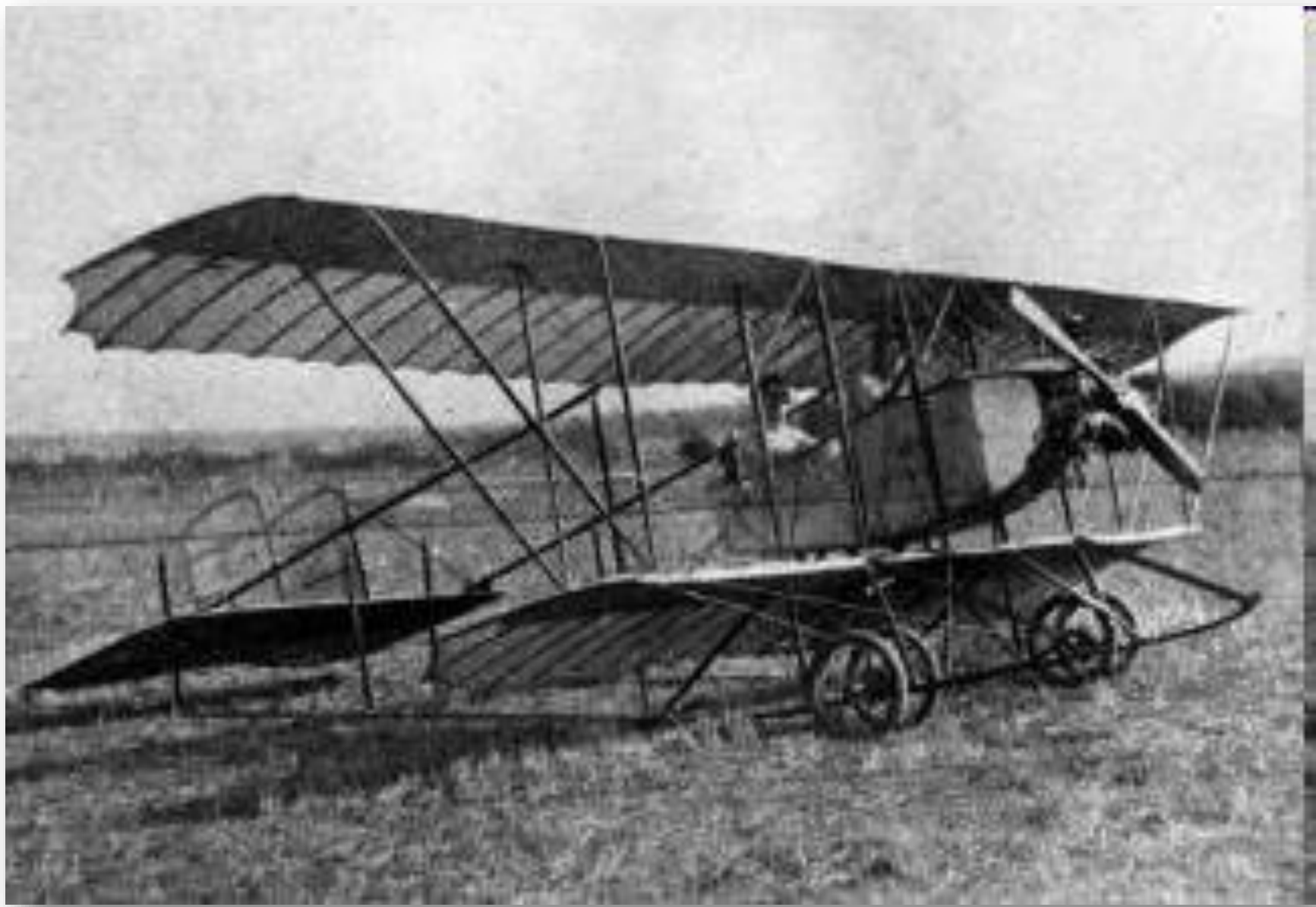


Innovation

**Making “value” of something
creative**

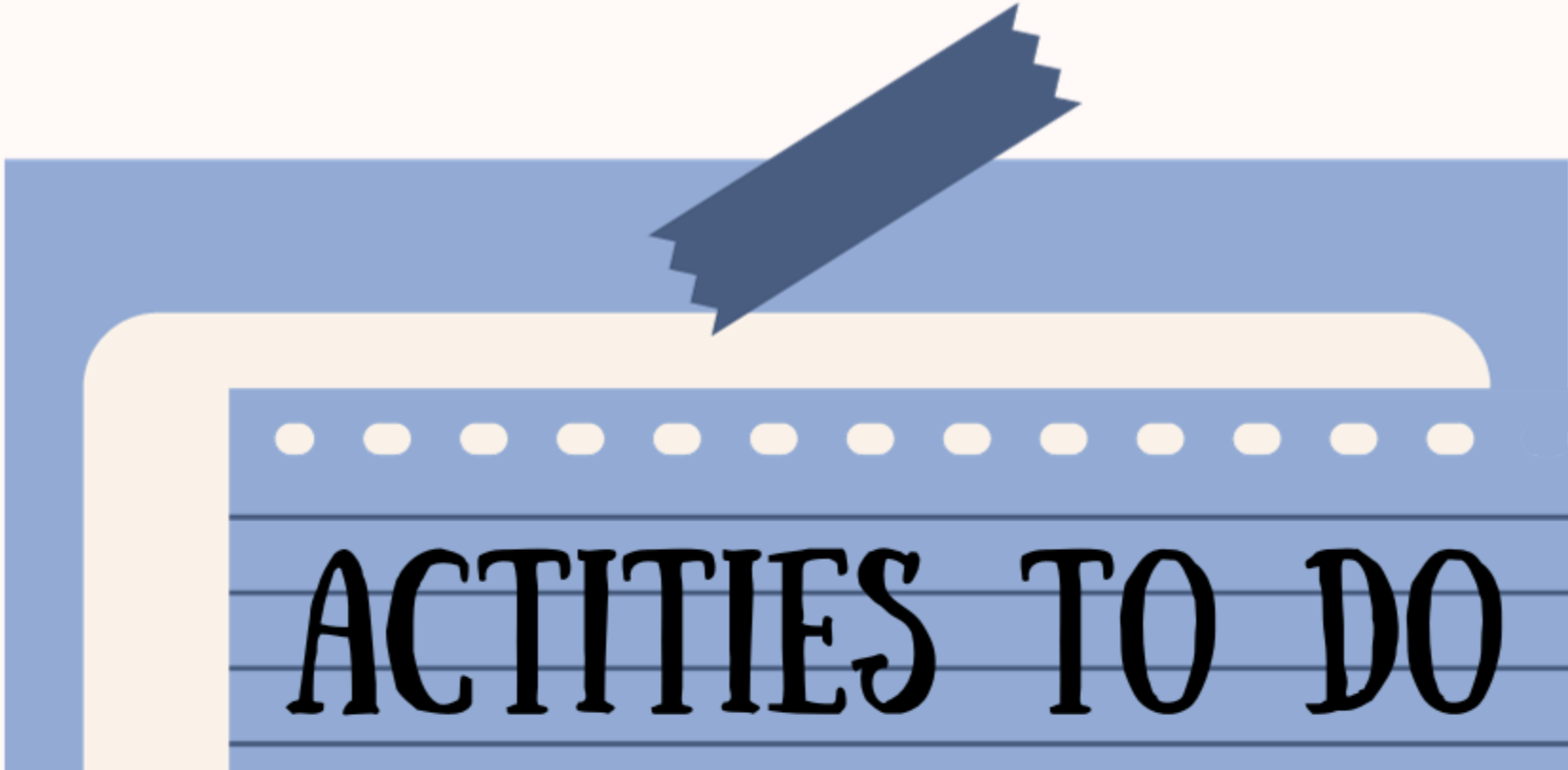







Why Innovation?

- Make use of resources
- Create new 'resources'
- Create more choices of product/ services
- Enhance business competitive
- Offer ease & comfort
- Practicality & efficiency



ACTITIES TO DO IN INNOVATION



LEARN & LOOK

ASK QUESTION

TRY

JOURNALING



5 Principles of Creative People

Mould

Admire

Generate

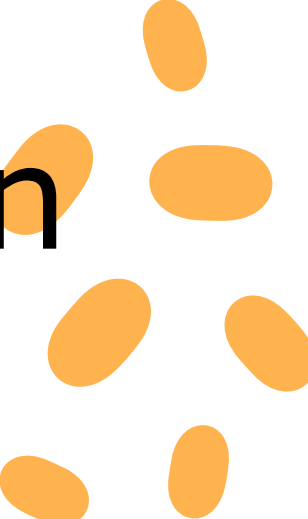
Imagine

Communicate





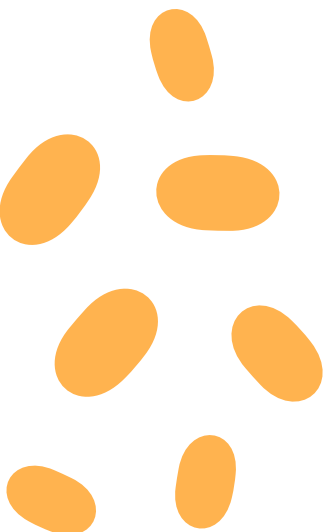
MAGIC ~ Mould

- A new idea is delicate
 - Mould your new idea
 - Ideas are like seeds
 - It can be fun, supportive and energizing
 - It Creativity is rarely a sudden flash of inspiration leading to the perfect invention
- 



MAGIC ~ Mould Techniques

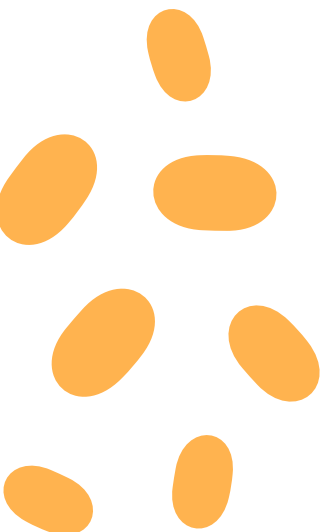
- **Accept all ideas**
 - “that sounds interesting”
- **Build on ideas**
 - Play “what if”
- **Find alternatives**
 - “suppose we”





MAGIC ~ Mould Key Phrase

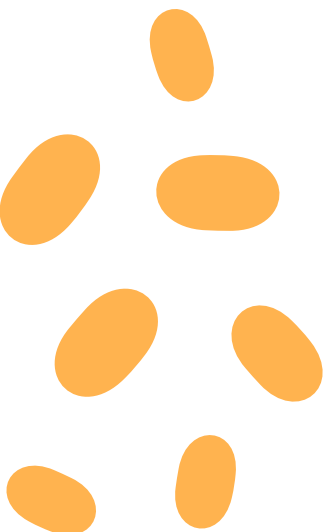
**“THAT’S
INTERESTING”**





Task

Tuliskan benda yang
menurut Anda menarik
disekitar Anda
(waktu : 5 menit)



MAC16 ~ Admire

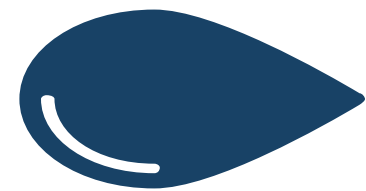
- As we take time to admire things around us, we get a lot more inspiration
- The only thing not designed by man is nature itself



MAGIC ~ Admire Techniques



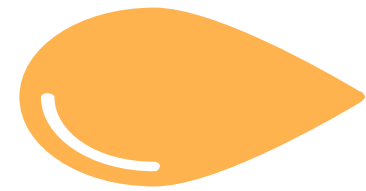
Stop!



Take up a hobby



Read a book or watch a movie



Go for a walk



Strip open a device to see how
it works



MAGIC ~ Admire Key Phrase

"I WONDER"

Task


Ambil 1 benda yang anda tulis tadi
Pikirkan 5 "I Wonder"

Misal: "Kertas"

- Saya berharap kertas ini bisa menjadi solusi pencemaran bumi
- Saya berharap ada teknologi yang bisa mengubah kertas menjadi energy
- Saya berharap tiap orang bisa memiliki mesin kecil untuk mendaur ulang kertas menjadi baru
- Dst...



MAGE ~ Generate

- We are trained in education to be seeking the one true solution
 - In all circumstances, there are many possibilities
- 



Remember that there are five barriers to creativity

Fear

Rigidity

One solution

Wrong assumption

Negativity



What your barrier???





MAGIC ~ Generate Techniques

- Let's play "If I were.."
- Dare to imagine
- Be bold to ask "Why"
- "How-how diagrams"
- "Random words"
- S-C-A-M-P-E-R"

MAGIC ~ Generate Techniques

- **S**ubstitute
- **C**ombine
- **A**dapt
- **M**odify
- **P**ut do another use
- **E**liminate
- **R**e arrange





MAG1C ~ Generate Key Phrase

“How Else”







VideoSpiration




UMPQUA

B • A • N • K



MAGIC ~ Imagine

- As children we always imagine great things
 - As we grow older, our imagination stops
 - Imagination is a key to creativity and allows our minds to expand
- 

MAGIC ~ Imagine Techniques

- Spend five to ten minutes a day dreaming
- Use only your other hand to write
- Write down things you used to imagine yourself to be when you were young
- Doodle on an entire page



MAGIC ~ Imagine Key Phrase



“What If”

Video Spiration

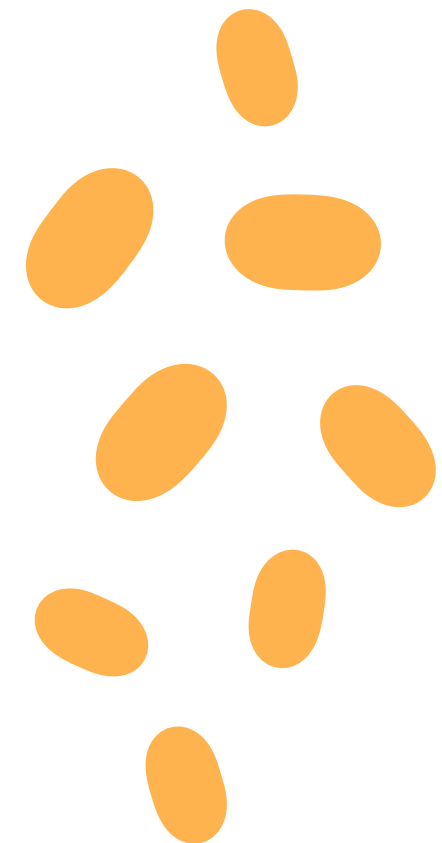


What Would Yo Do?



MAGIC ~ Communicate

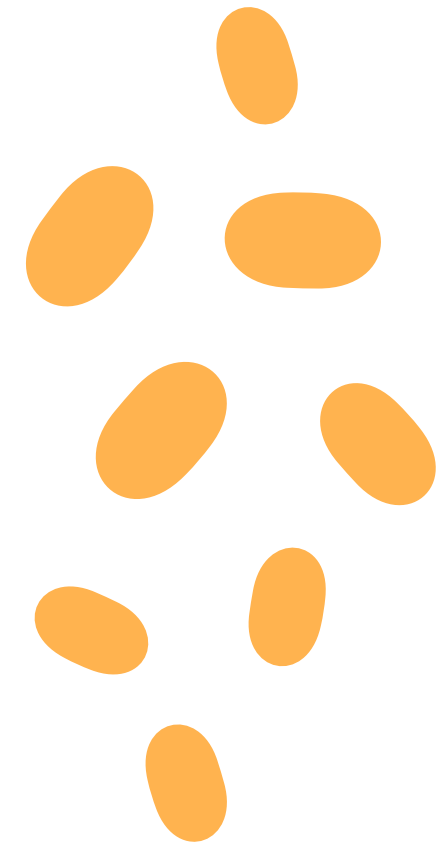
- It is important to communicate – creativity is action of an idea. An idea that remains unsaid dies in thought
- Learn to ask “why” & “why not”
- Learn to voice out options “I suggest”
- Creative dialogue promotes creativity in us



MAGIC ~ Communicate Techniques

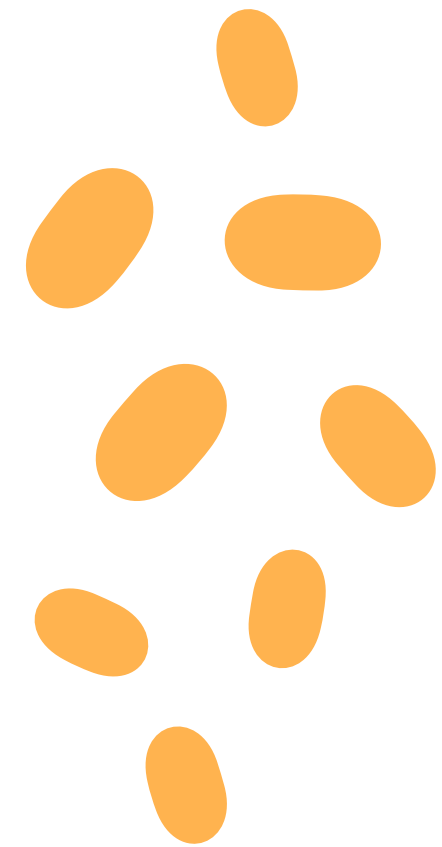
Visualize yourself sharing an idea with the following people:

- Your boss
- Your colleagues
- Your spouse or family members
- A stranger



MAGIC ~ Communicate Key Phrase

"I SUGGEST"



How To Be More Creative & Innovative

1

KEEP AN OPEN MIND

Be open to new ideas. Challenge your assumptions and beliefs. Being open to new ideas can help you think outside the box.



Illustration of a person sitting at a desk with a laptop, looking thoughtful with a lightbulb above their head.

2

PRACTICE MINDFULNESS

Mindfulness helps you stay present and focused in the moment. Train your mind to observe and appreciate the world around you. It can help you see things from a different perspective.

3

TAKE NOTES

Write down everything: Don't filter your ideas before you write them down. Just let them flow onto the page, no matter how silly or insignificant they may seem.



4

TAKE BREAKS

Taking a break from your work can help you recharge and come back with fresh ideas. Make sure to take care of yourself and give yourself permission to rest.



5

TRY NEW THINGS

Experimenting with new things can help you discover new interests and talents. Don't be afraid to try something new, even if it seems daunting at first.

6

COLLABORATE

Collaborating with others can help you see things from different angles and bring new ideas to the table. Working with others can also help you learn new skills and gain new insights.



Illustration of a person sitting on the floor, working on a laptop.

Wrap Up!





- *Thank You* -