

Program Objectives

(I of 2)



Describe what creativity is.

Understand how the creative mind works.

Increase skills to increase your personal creativity.

Understand how creativity leads to organizational success.



Program Objectives

2 of 2)



Learn to foster organizational creativity.

Learn to use creativity as a team/group.

Learn how creativity will affect your future.



A CHALLENGE

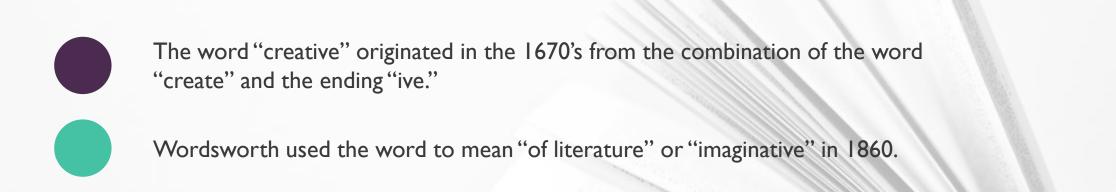
Please write a one sentence definition of **Creativity**.

Definition Creativity









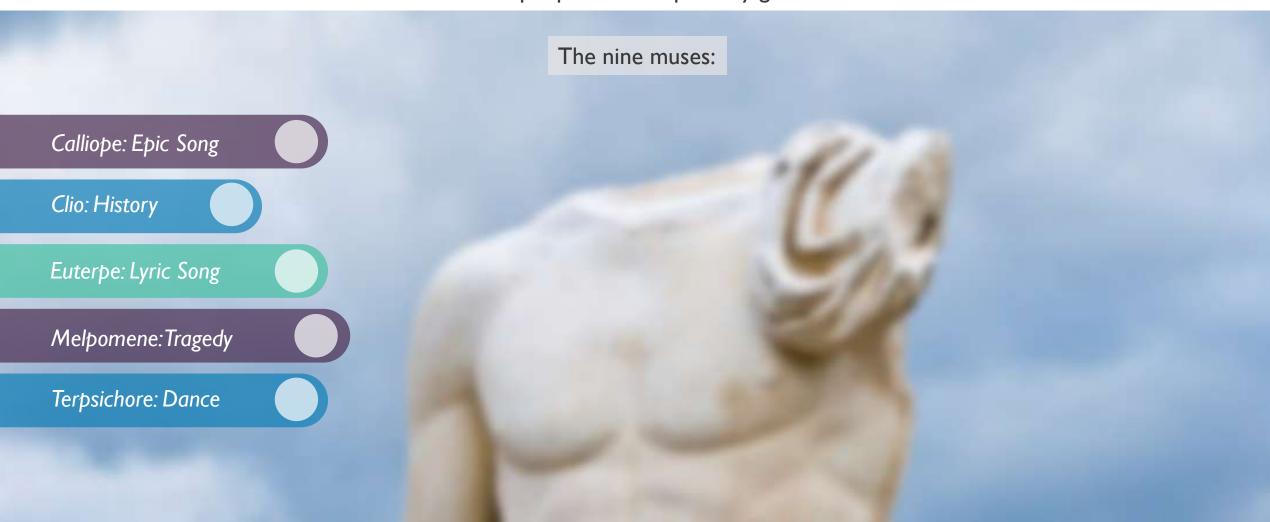


It was first used in association with writing in 1907.



The Greek Muses

The Greeks believed that people were inspired by goddesses called "muses."





The Greek Muses

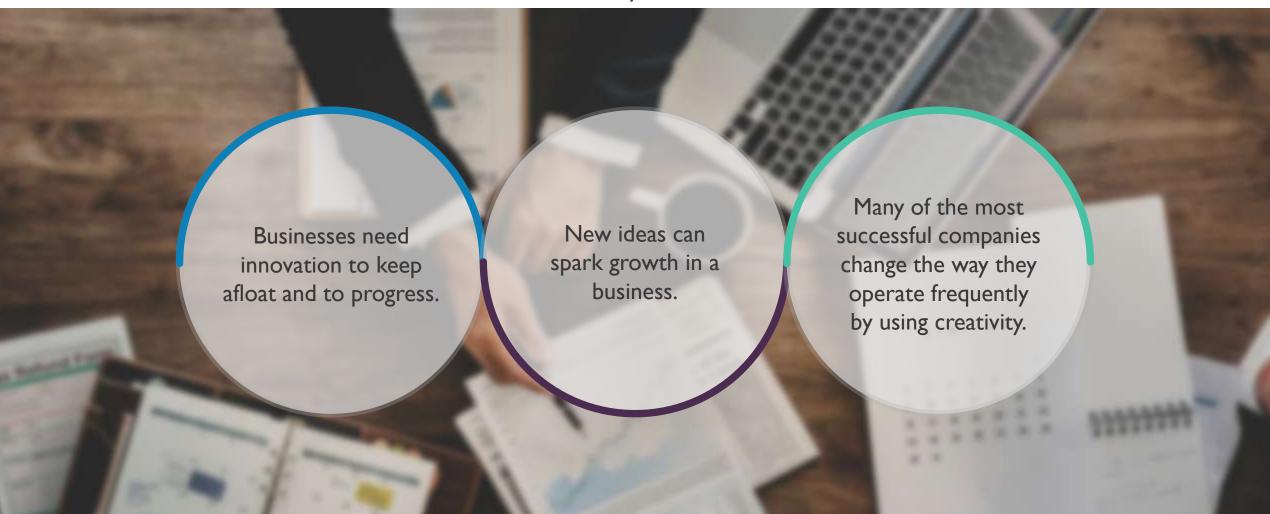




Creativity and Business

(I of 3)

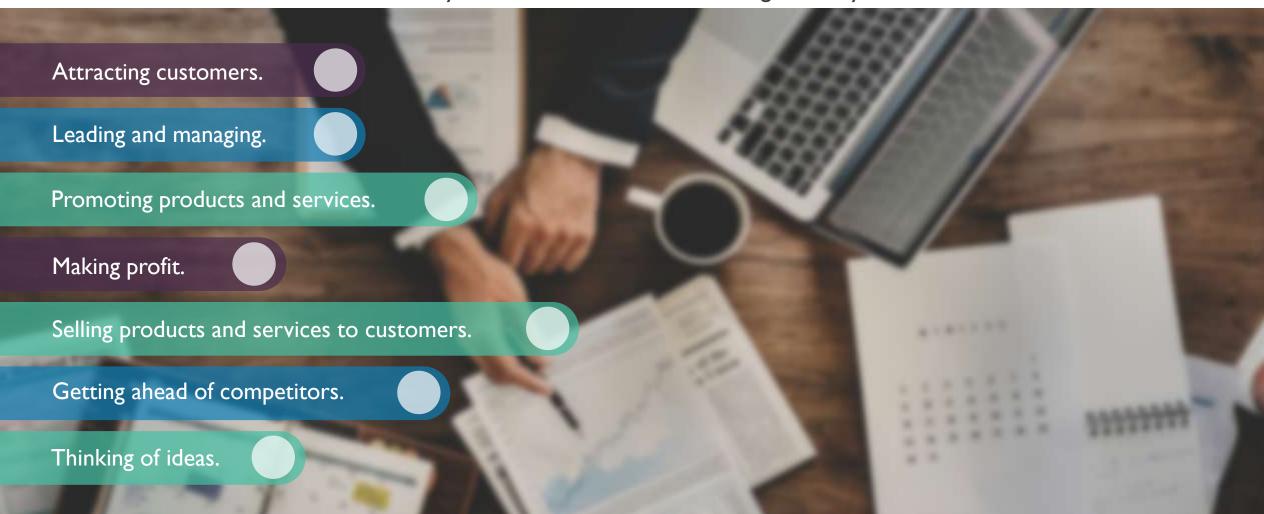
How does creativity relate to business?





Creativity and Business

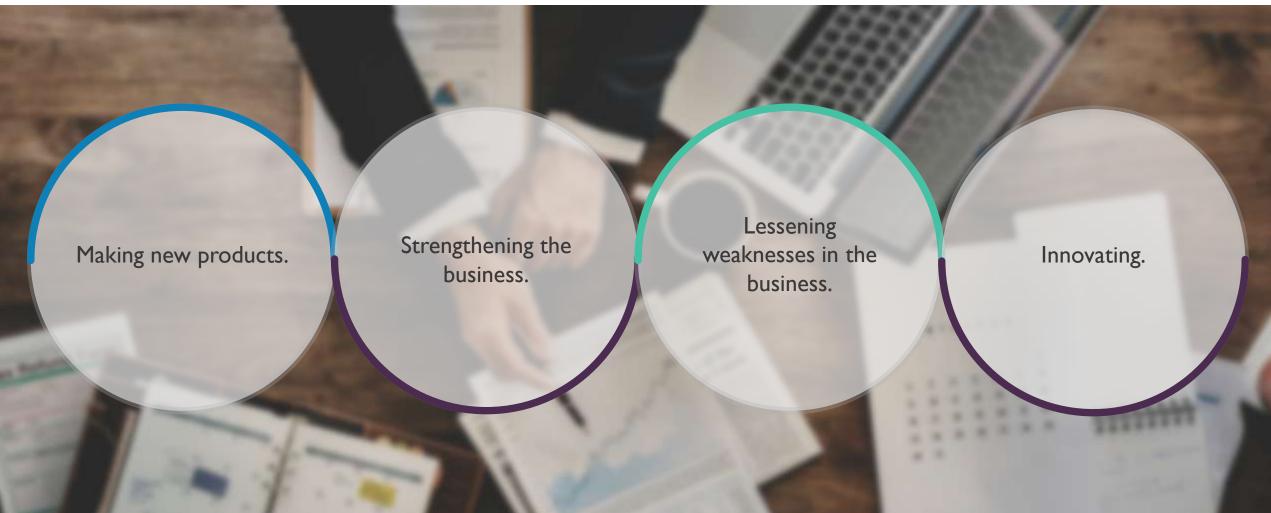
Creativity is needed in business for finding new ways of:





Creativity and Business

Creativity is needed in business for finding new ways of:





WHAT IS CREATIVITY?





Describable and Satisfying:





What Is Creativity?

(2 of 8)

Social Factors:



Creativity is fostered by an environment.

Creativity must be valued by a community.

Creativity is shaped by those who evaluate it.



What Is Creativity? (3 of 8)

Intellectual Skills:





What Is Creativity?





What Is Creativity? (5 of 8)





What Is Creativity? (6 of 8)

Use Your Own Process:





What Is Creativity? (7 of 8)

Creativity can come in different forms ...



Scientific: inventions or medical cures.

Artistic/Musical: beautiful paintings, sculptures, or songs.

<u>Creative Writing</u>: novels, short stories, and poems.



What Is Creativity? What Is Creativity?

Creativity Benefits:





Creativity Myths

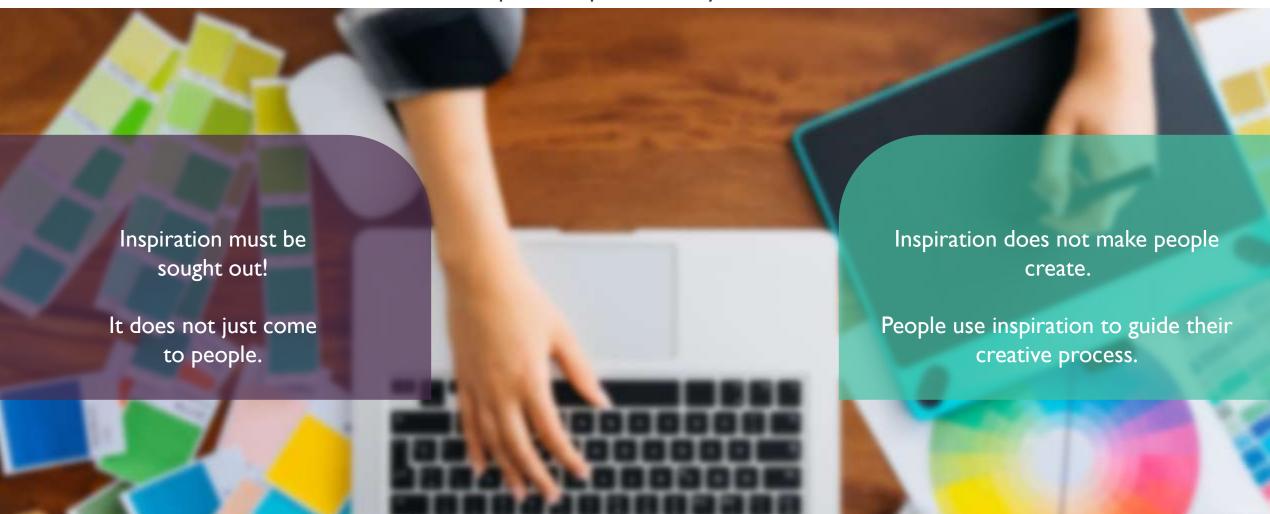
Originality exists.







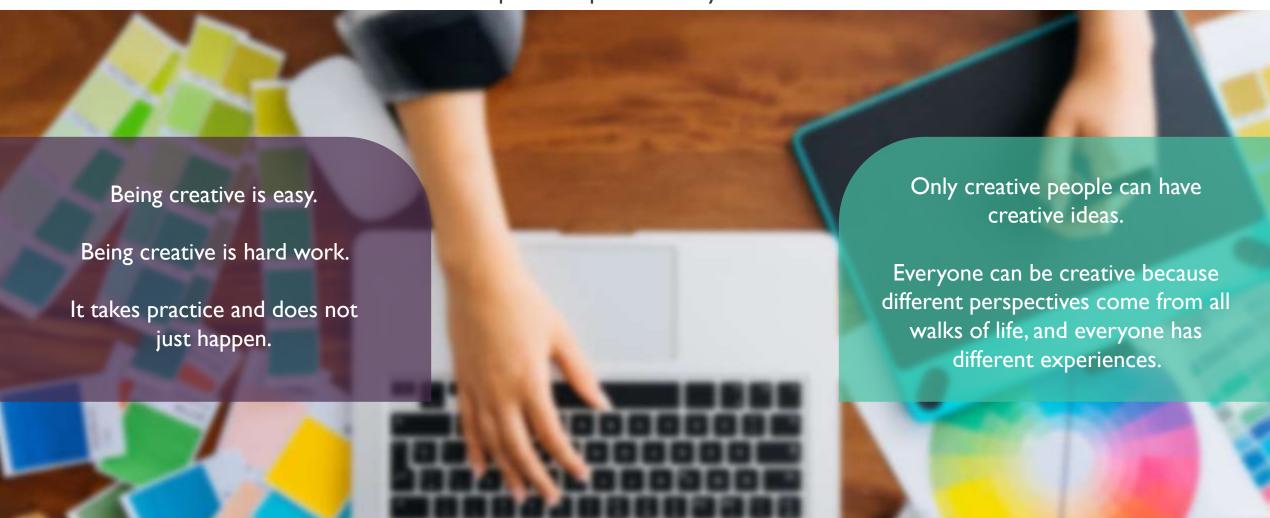
Inspiration spontaneously occurs.







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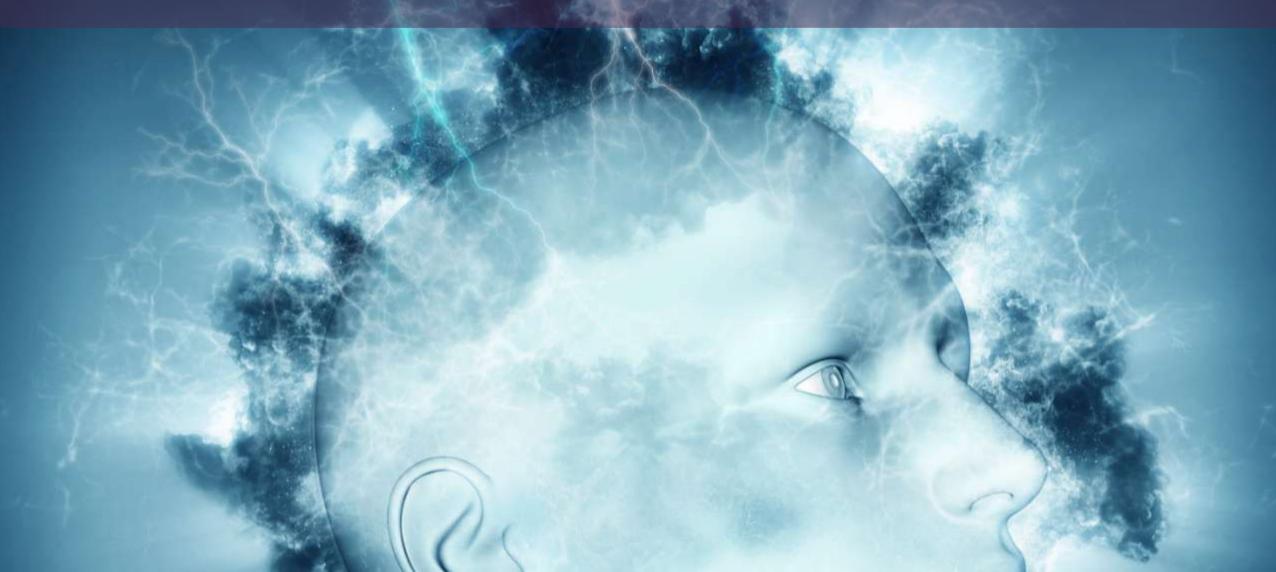






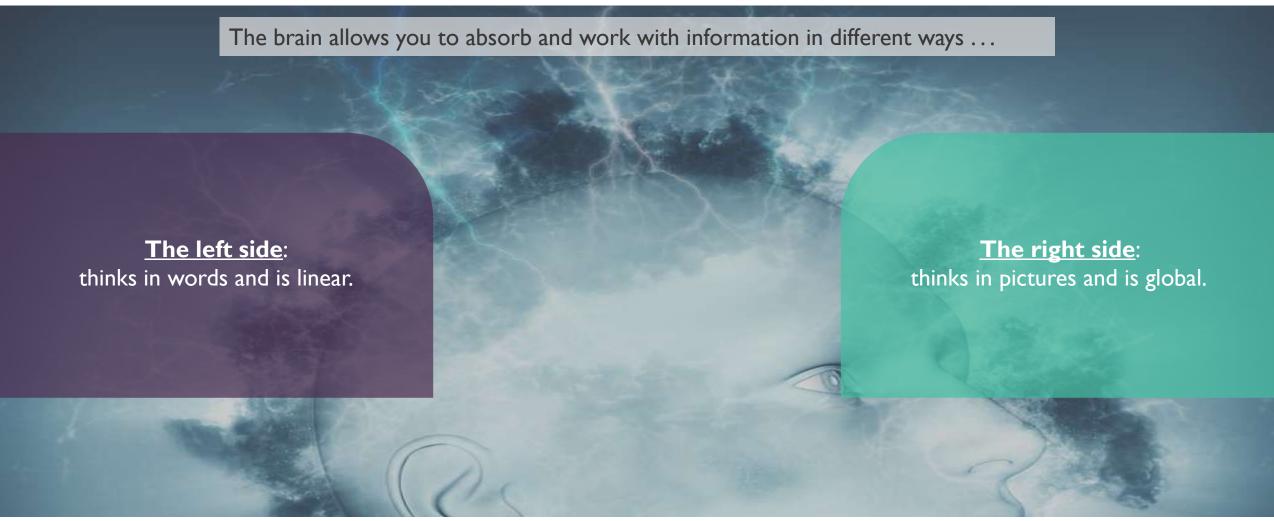


HOW THE CREATIVE MIND WORKS



(I of II)

Right and Left Brain:





(2 of 11)





(3 of 11)

From Right to Left and Back:





(4 of 11)

From Right to Left and Back:





(5 of II)

Right-brained vs. Left-brained:





(6 of II)

Right-brained vs. Left-brained:





(7 of II)

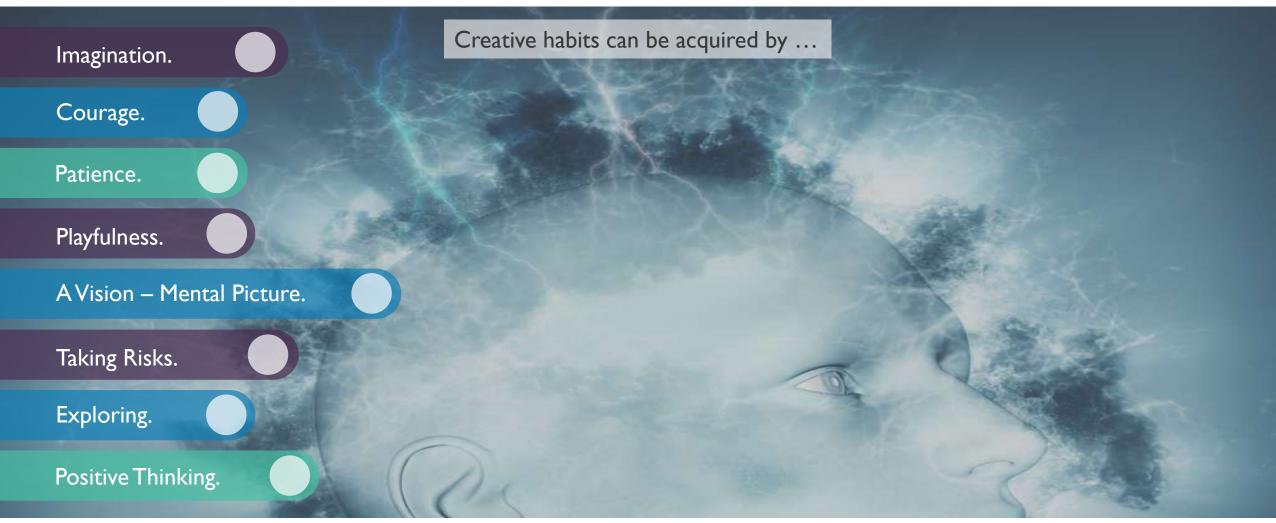
Self-Perception:





(8 of 11)

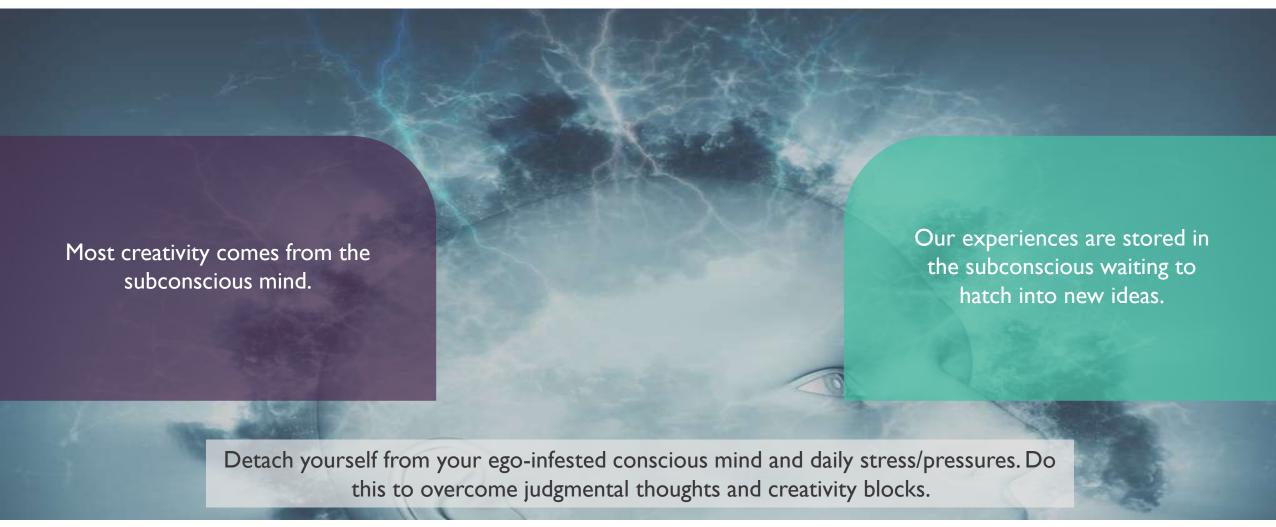
Creative Habits:





(9 of 11)

The Subconscious:





(10 of 11)

The Inner Child:





How The Creative Mind Works

(II of II)

Foster Your Inner Child:





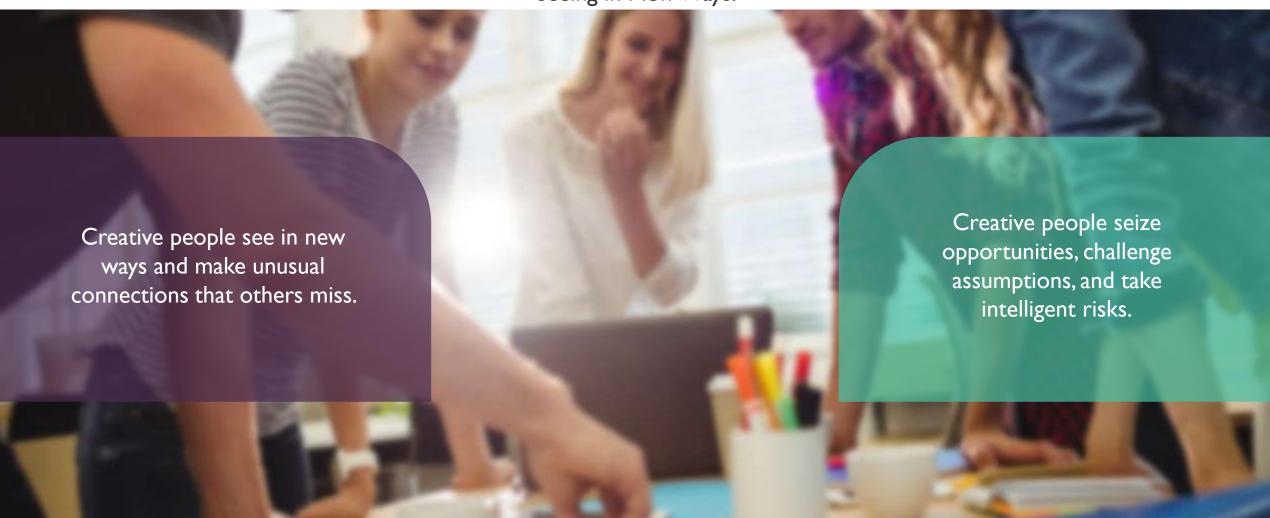






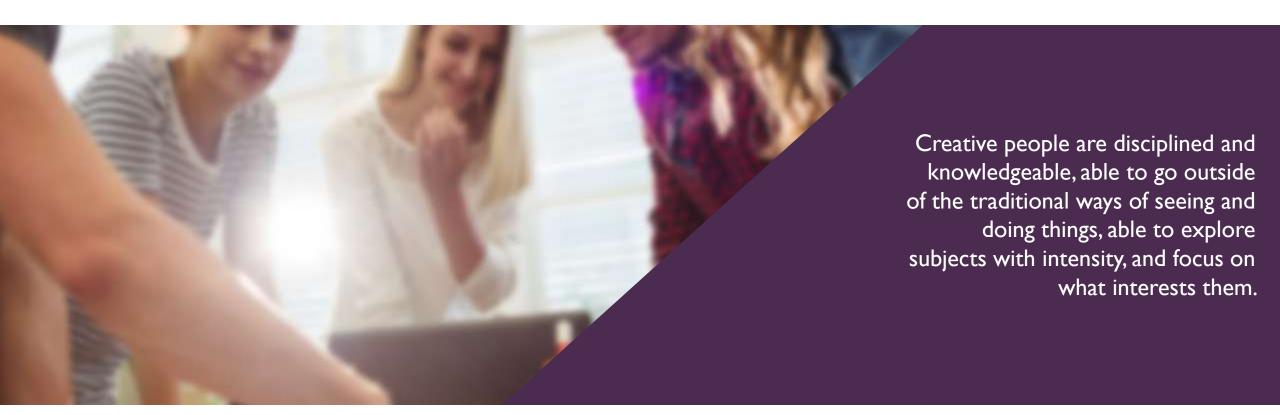
(I of 8)

Seeing in New Ways:





Intense Exploration:





(3 of 8)

Creative Qualities:





(4 of 8)

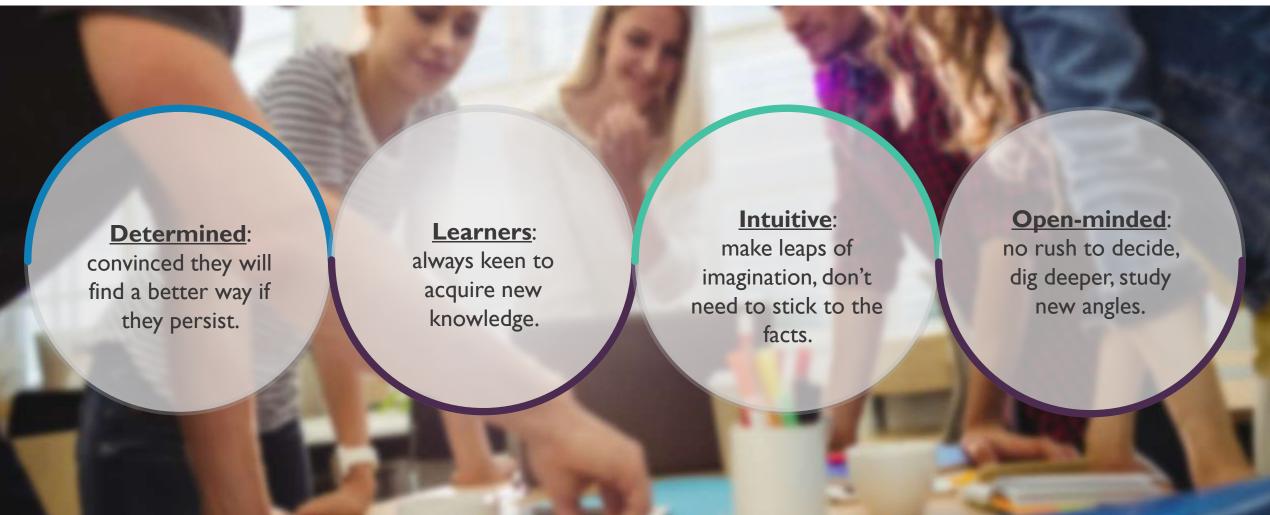
Creative Qualities:





(5 of 8)

Creative Qualities:





Creative People (6 of 8)

Everyone Can Do It:



Every being is capable of creative thought.

Creativity is power and is essential to our well-being.

Without creativity, our lives become predictable, routine and boring.



Recognize, Develop, Expand:

Creative people recognize their unique talents and skills.



Creativity enables us to:

better ourselves.

develop awareness.

expand our horizons.

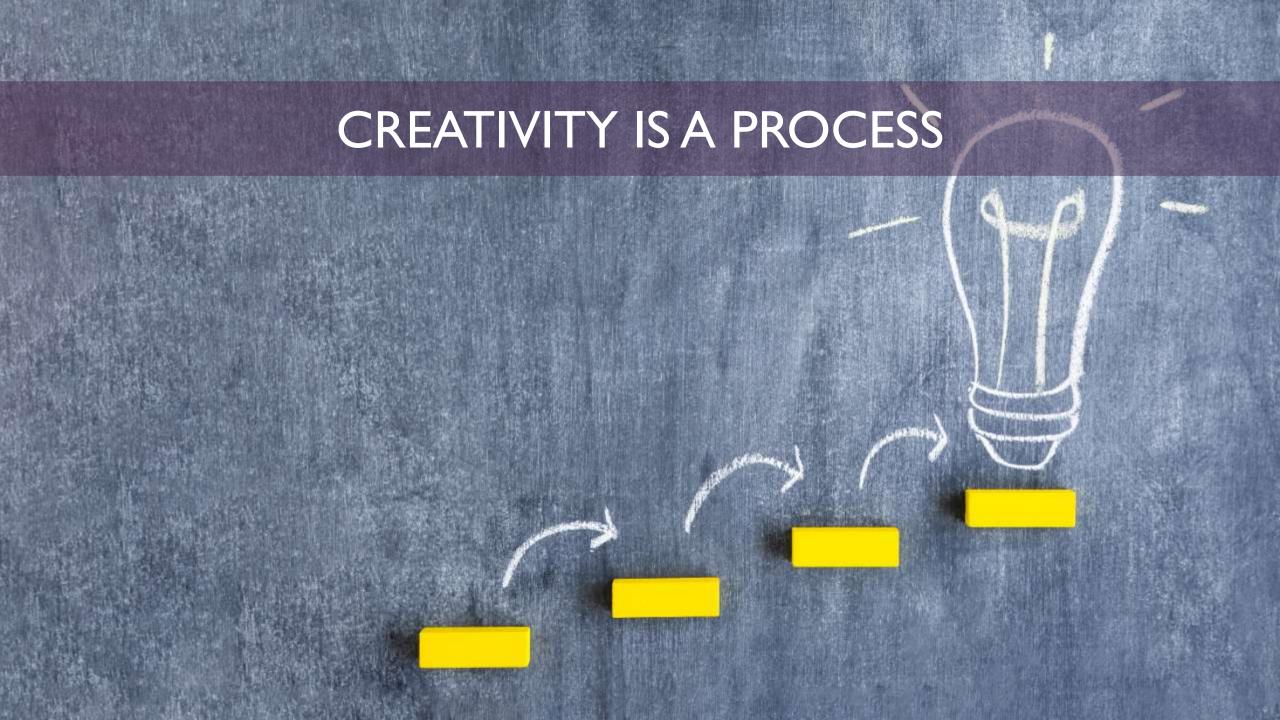


(8 of 8)

Gift Within:







Step by Step:





Your Process Must Involve:



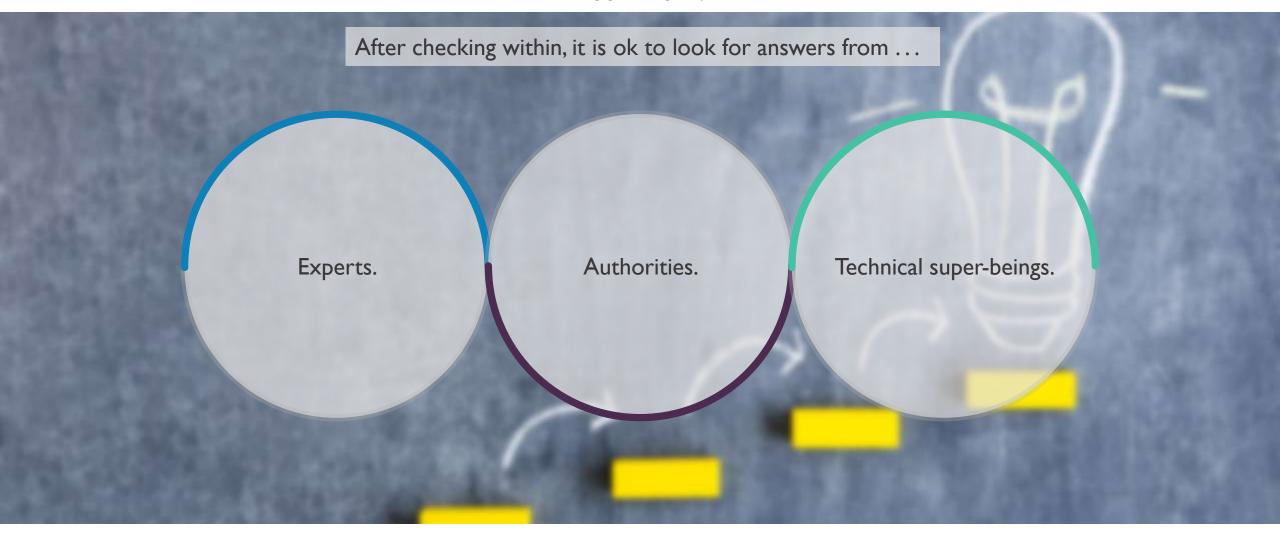


Your Process Must Involve:





Look Within:





Creative Process Diagram

Step 1: Identify your goal, and gather data.

Step 2: Clarify the situation.

Step 3: Be creative, and generate possibilities.

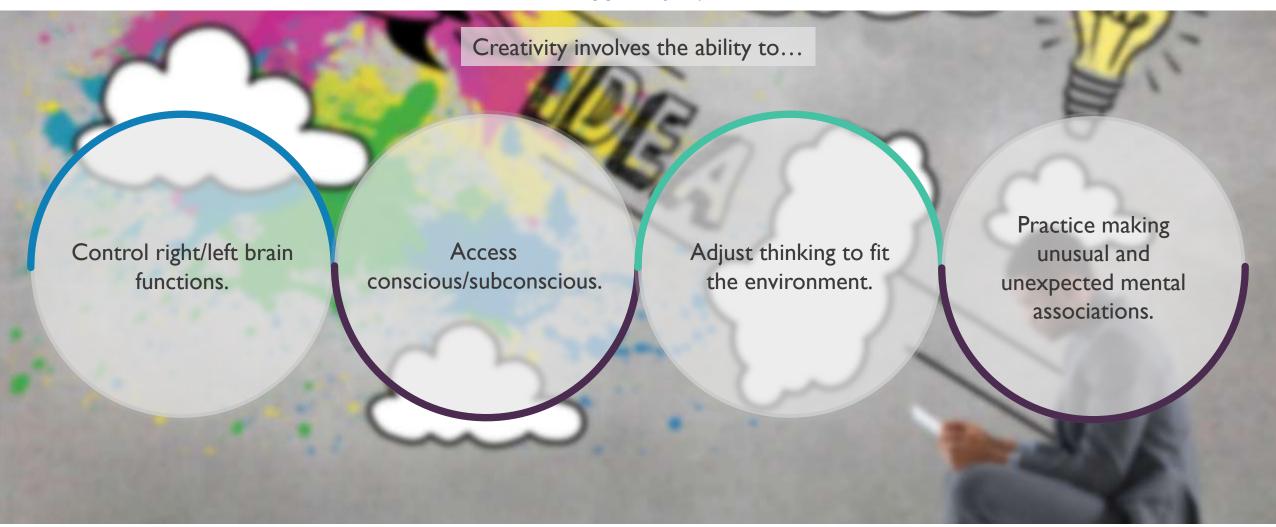
Step 4: Select and strengthen ideas.





(I of 20)

Look Within:





(2 of 20)

Look Within:

Creativity involves the ability to...



Acquire information in many areas.

Develop skills, work hard, and be passionate about your work.

Be confident.



(3 of 20)

How to be Confident: (1 of 2)





(4 of 20)

How to be Confident: (2 of 2)



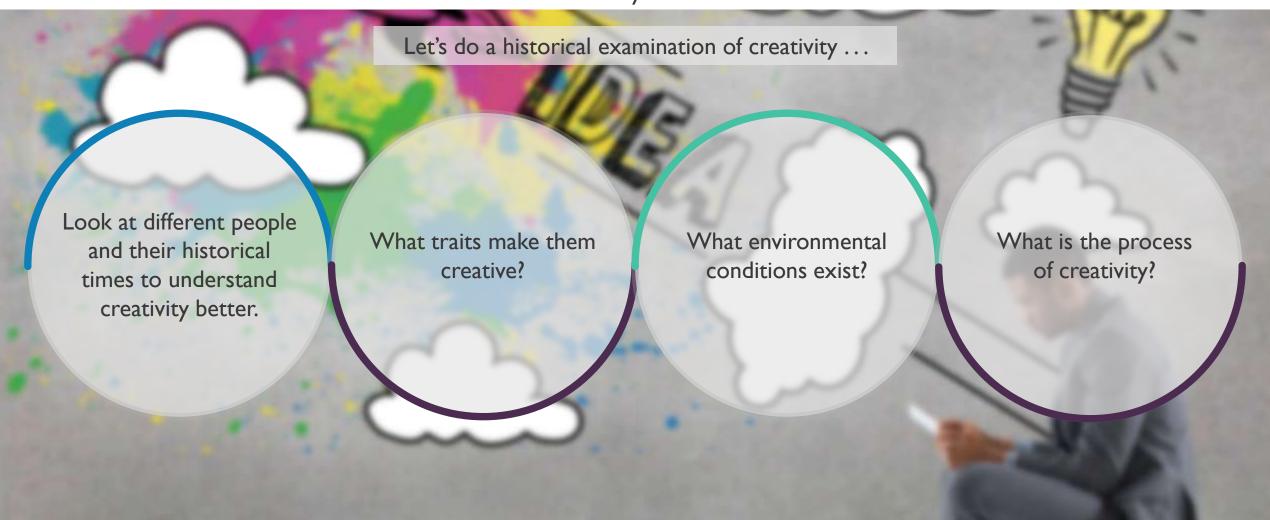
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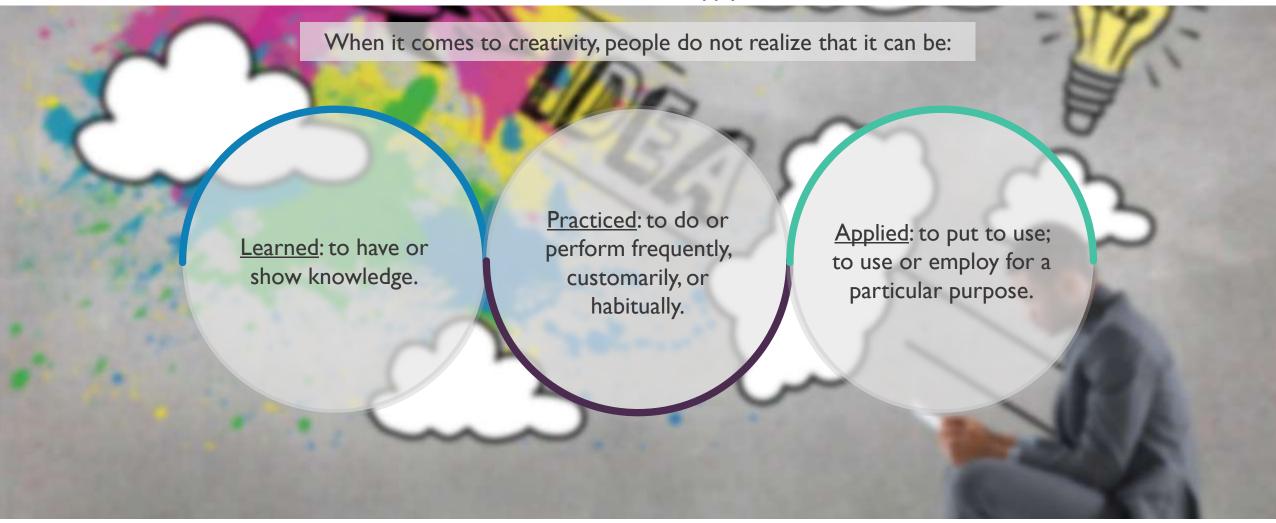
Case Study Exercise!





(6 of 20)

Learn, Practice, Apply:





(7 of 20)

Mini Systems and Processes:





(8 of 20)

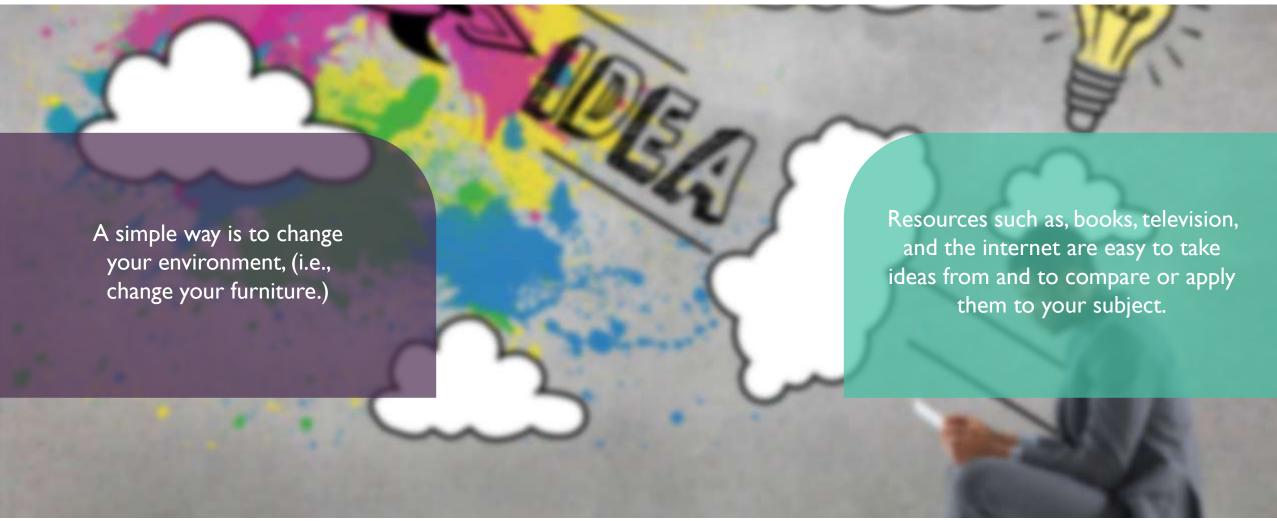
Mini Systems and Processes:





Increasing Your Personal Creativity (9 of 20)

Making the Effort:





(10 of 20)

Making the Effort:





(11 of 20)

Exercises / Methods to Use:





(12 of 20)

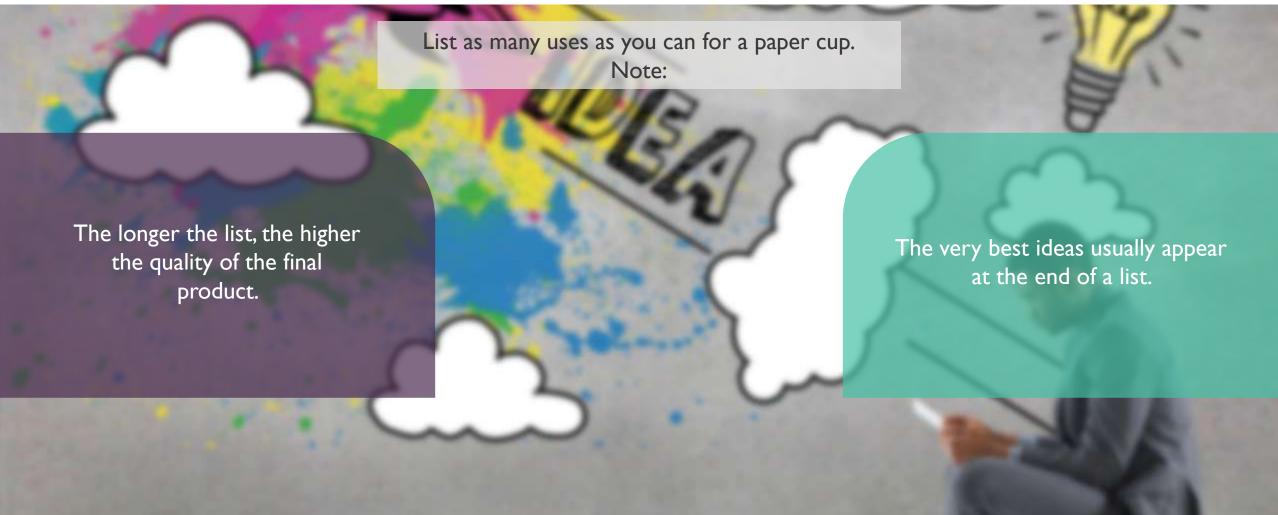
The Best Creative Exercise:





(13 of 20)

Making the Effort:





(14 of 20)

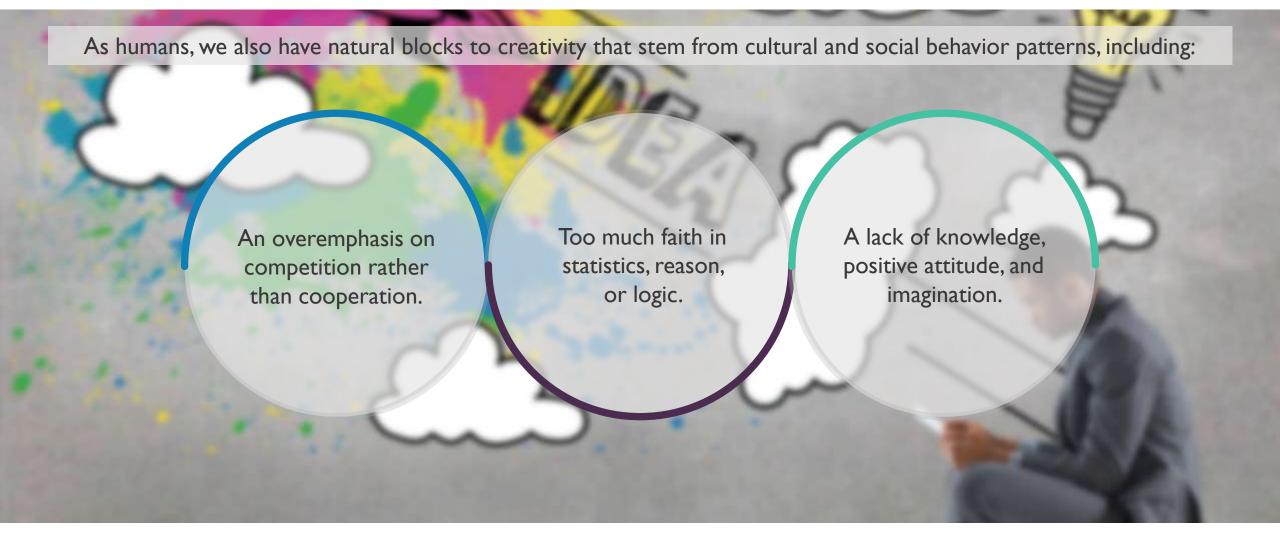
Road Blocks:

As humans, we also have natural blocks to creativity that stem from cultural and social behavior patterns, including: The desire to conform to an Believing science and money are the accepted pattern or taboos. only ways to solve problems.



(15 of 20)

Road Blocks:





(16 of 20)

Exercise:

To fight through these barriers and generate new ideas, use the method of forced relationships.





(17 of 20)

Be Child-like:





(18 of 20)

Play is Important!





I I II . CIC







(20 of 20)

Get inspired!









Creativity in the Organization:





Main Factors:





Culture:





Climate





Culture Influences:





Culture Influences:



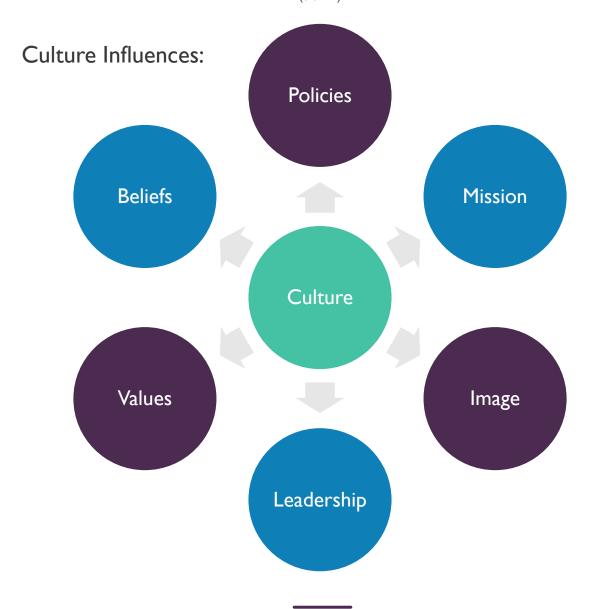


Culture Influences:



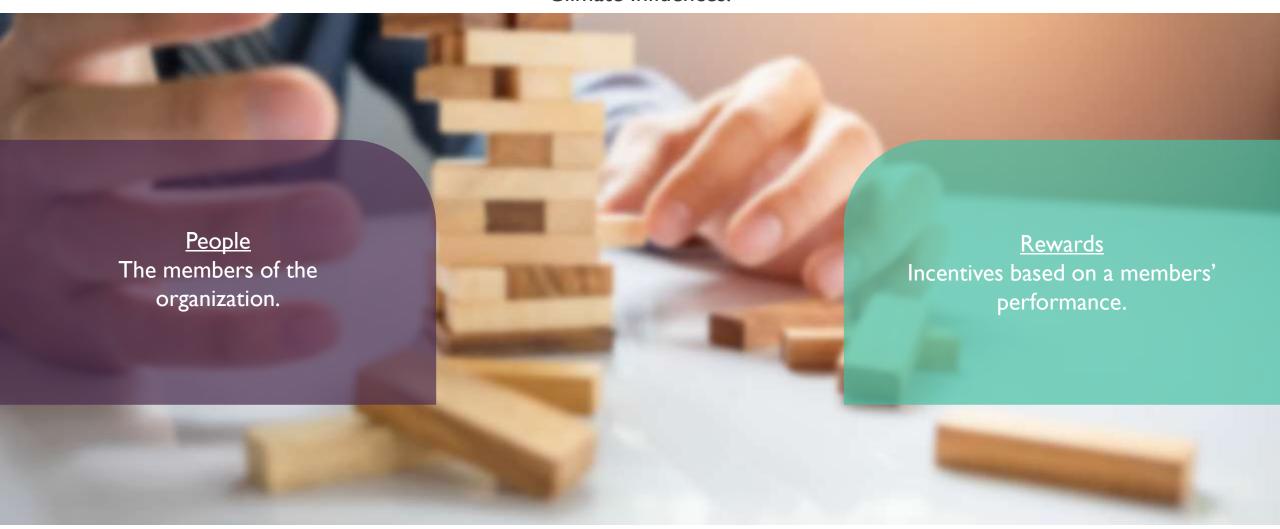


Creativity and Organizational Success (8 of 24)





Climate Influences:





Climate Influences:

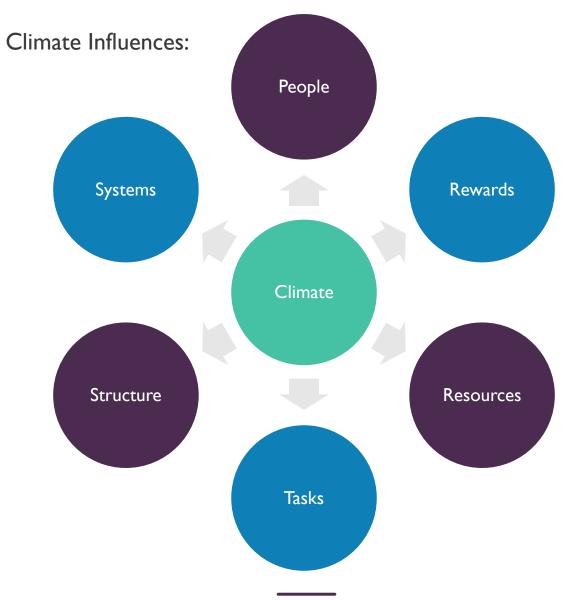




Climate Influences:









Getting Employees Involved:



Involvement is the degree to which people are involved in . . .

Daily operations.

Long-term goals.

The vision.



(14 of 24)

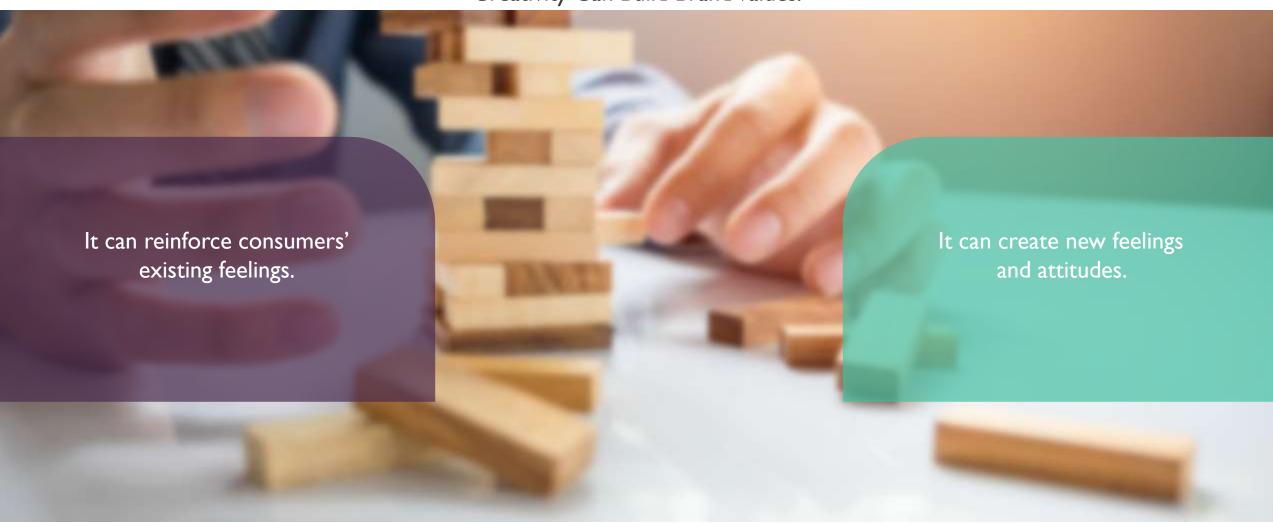
Involvement + Freedom = Creativity

Freedom is the independence in behavior exerted by organizational members.





Creativity Can Build Brand Values:





Effective Creativity:





Thinking Outside of The Box:





Creative Marketing Strategies:

The American Marketing Association offers the following strategies to enhance marketing plans: Shape the message, don't slash the price. Focus on who not to target. Stand apart from the crowd, and invest in innovation. Sustain the brand.

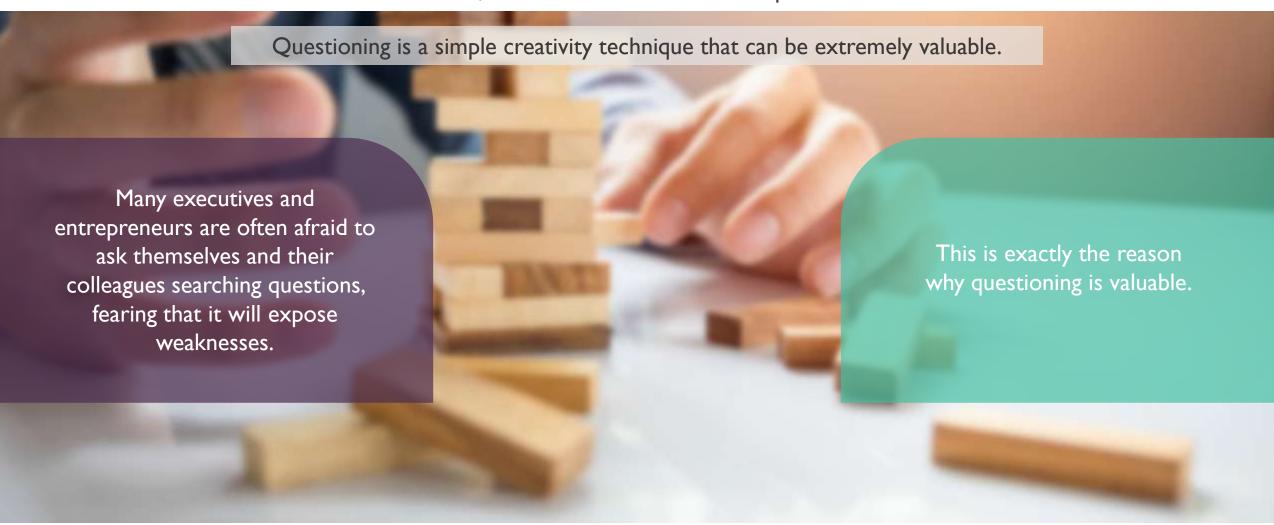


Influencing The Business:



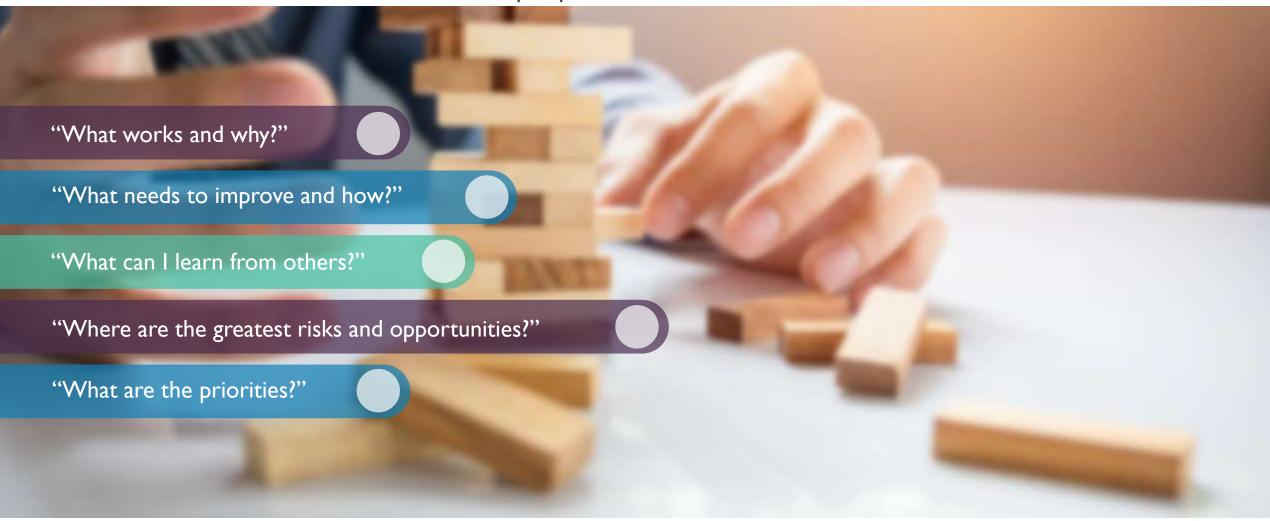


Questions are a Valuable Technique:





Simple questions to ask include:





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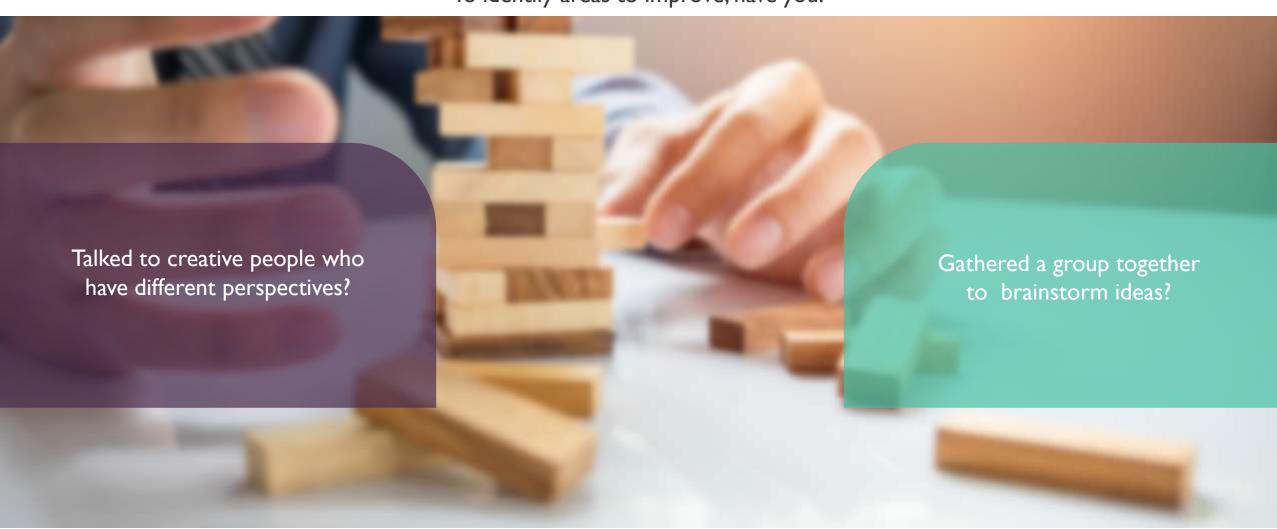


To identify areas to improve, have you:





To identify areas to improve, have you:







Creativity

Fostering Organizational Creativity

(I of 20)

It's a Competitive World:



It is important for organizations to attract and retain talented people.

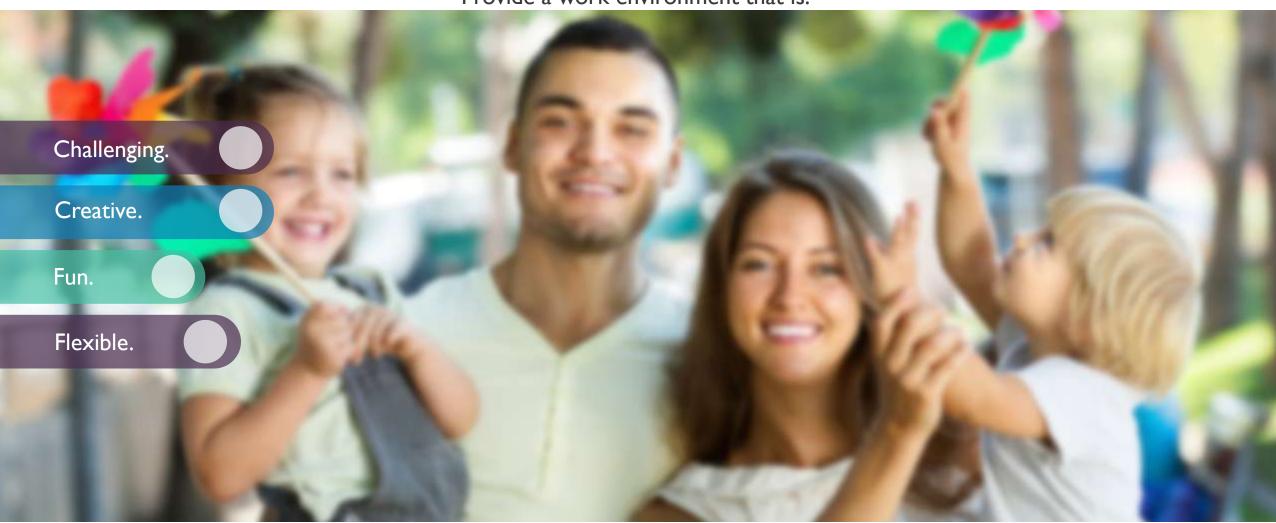
Your talent is what sets your business apart from the competition.

Promote a creative atmosphere in which talent can flourish.



Fostering Organizational Creativity (2 of 20)

Provide a work environment that is:





Fostering Organizational Creativity

(3 of 20)

A Creative Environment:





Fostering Organizational Creativity

(4 of 20)

The perfect atmosphere is one of:





Creativity

Fostering Organizational Creativity

(5 of 20)

Organizational Trust:





Creativity

Fostering Organizational Creativity

(6 of 20)

Accepting Creativity:





Fostering Organizational Creativity

(7 of 20)

Accepting Creativity:





Fostering Organizational Creativity

(8 of 20)

Measuring Creativity:





Fostering Organizational Creativity (9 of 20)

Recognition:

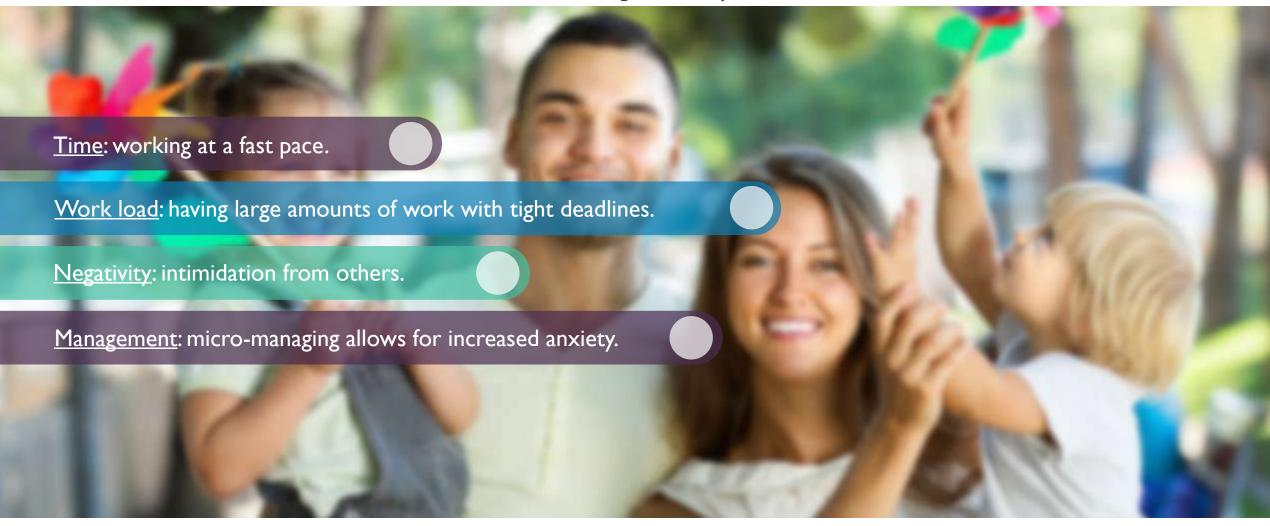




Fostering Organizational Creativity

(10 of 20)

Hindering Creativity:





Fostering Organizational Creativity

Hindering Creativity:



There are aspects of working environments that hinder creativity ...

<u>Training</u>: members who are new are concentrating on learning.

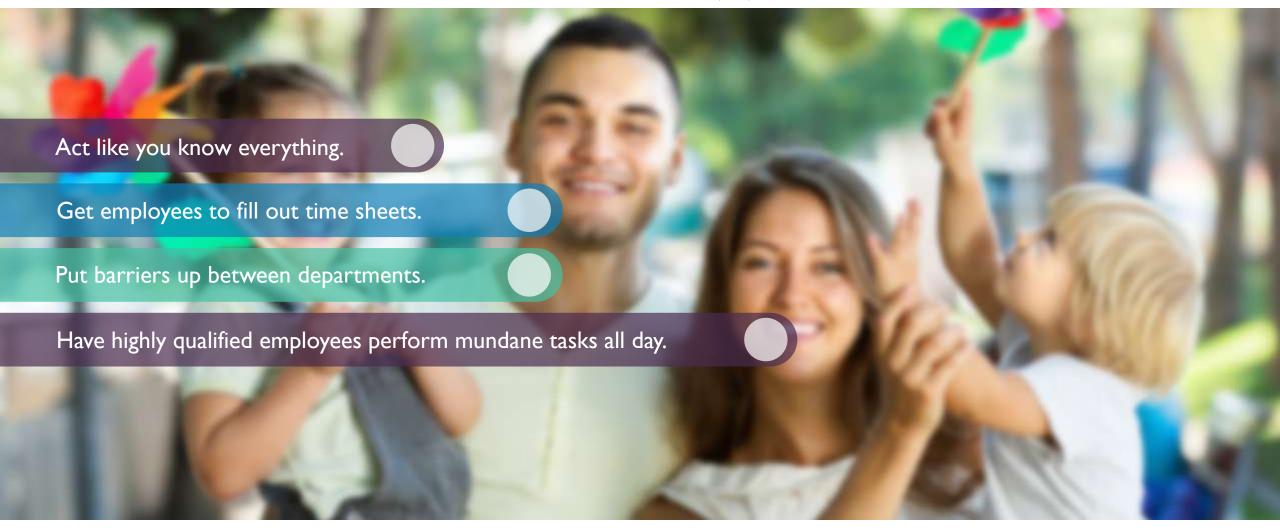
Mundane Work: overly-structured and boring work processes.



Fostering Organizational Creativity

(12 of 20)

What NOT To Do: (I of 2)





Fostering Organizational Creativity

(13 of 20)

What NOT To Do: (2 of 2)



There are aspects of working environments that hinder creativity ...

<u>Training</u>: members who are new are concentrating on learning.

Mundane Work: overly-structured and boring work processes.



Fostering Organizational Creativity (14 of 20)

Motivation: (1 of 2)





Fostering Organizational Creativity

(15 of 20)

Motivation: (2 of 2)





Fostering Organizational Creativity (16 of 20)

Example:





Fostering Organizational Creativity

(17 of 20)

Happy Worker = Productive Worker

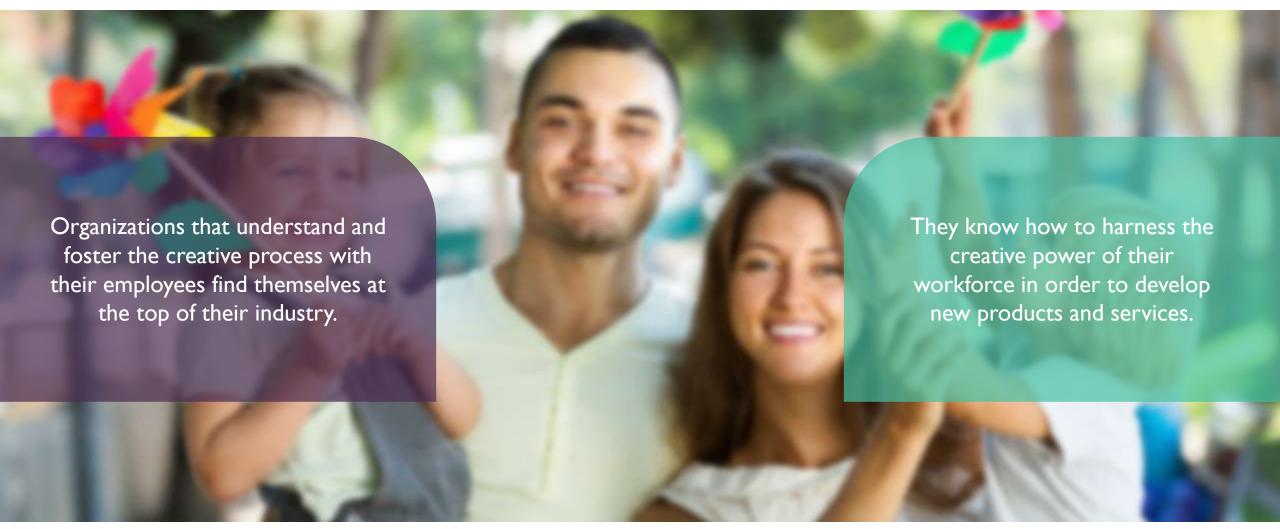




Fostering Organizational Creativity

(18 of 20)

Harness Creative Power:





Fostering Organizational Creativity

(19 of 20)

Industry Leaders:





Fostering Organizational Creativity

(20 of 20)

A Partnership:











Managing Creativity

Inclusive Leadership:





Managing Creativity (2 of 11)

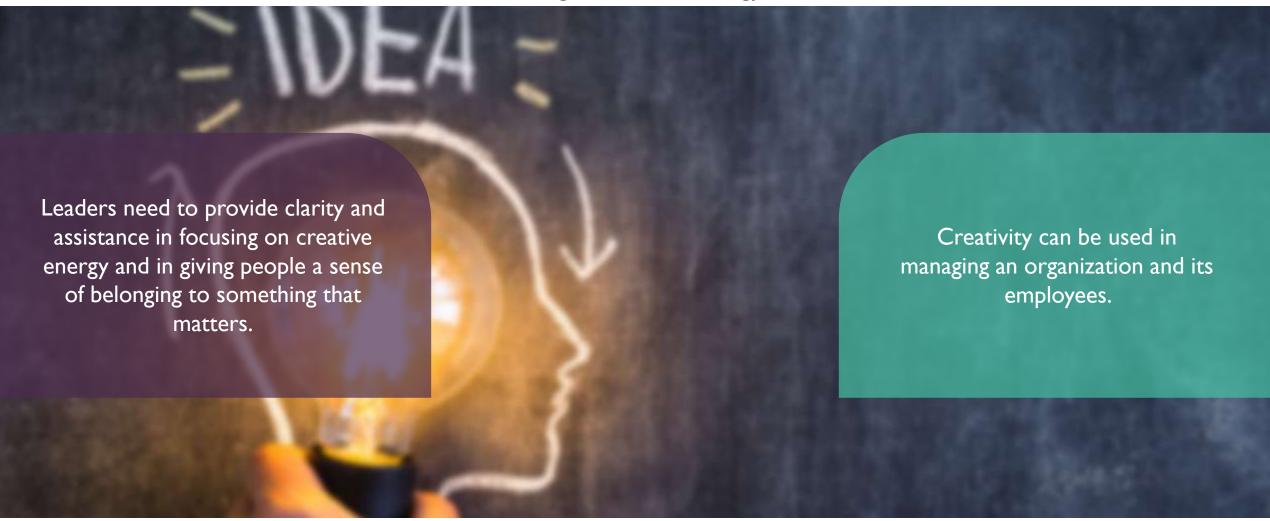
A Challenge:





Managing Creativity (3 of 11)

Focusing on Creative Energy:





Managing Creativity (4 of 11)

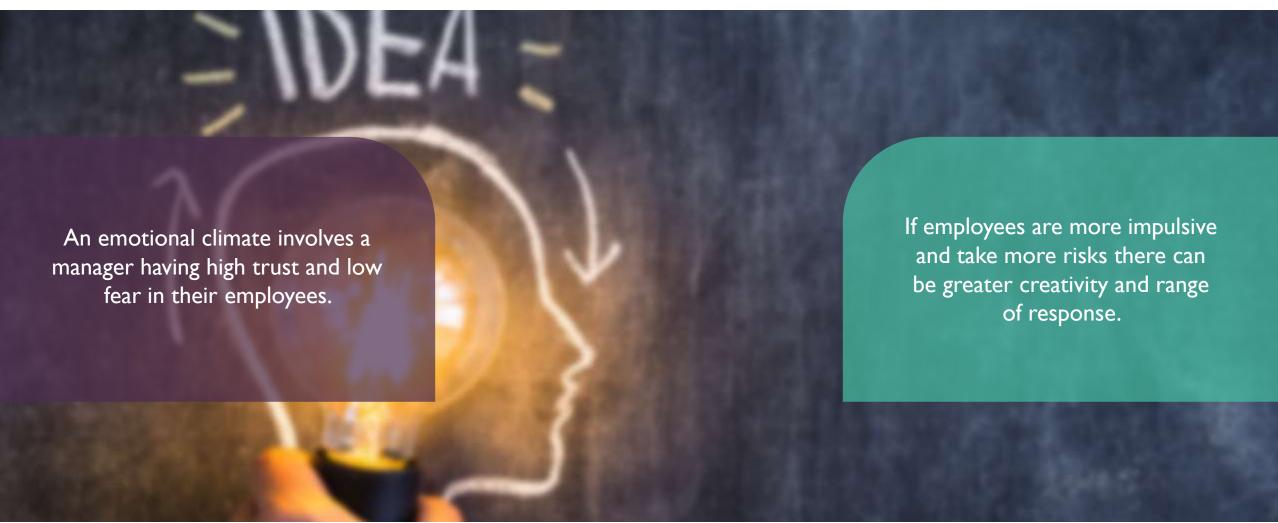
Organizational Factors:





Managing Creativity (5 of 11)

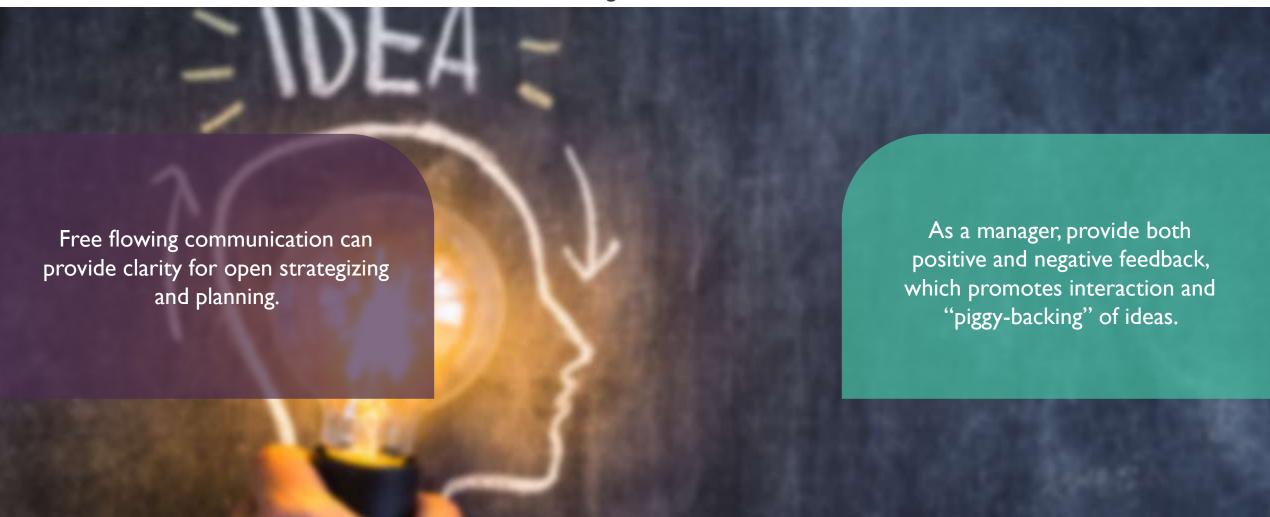
Emotional Climate:





Managing Creativity (6 of 11)

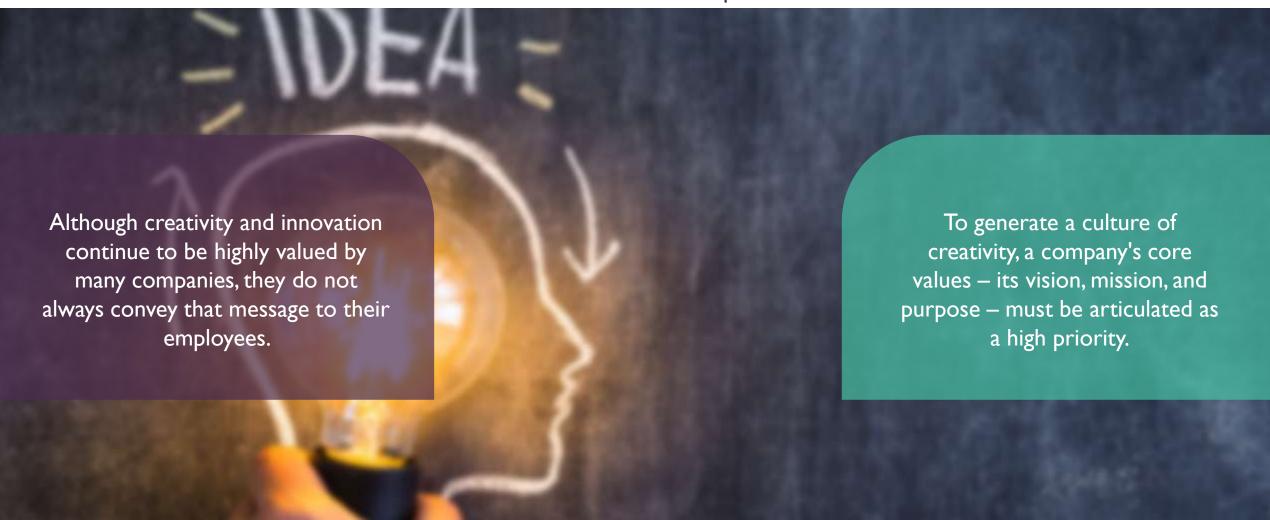
Free Flowing Communication:





Managing Creativity (7 of 11)

Vision, Mission, and Purpose:





Managing Creativity (8 of 11)

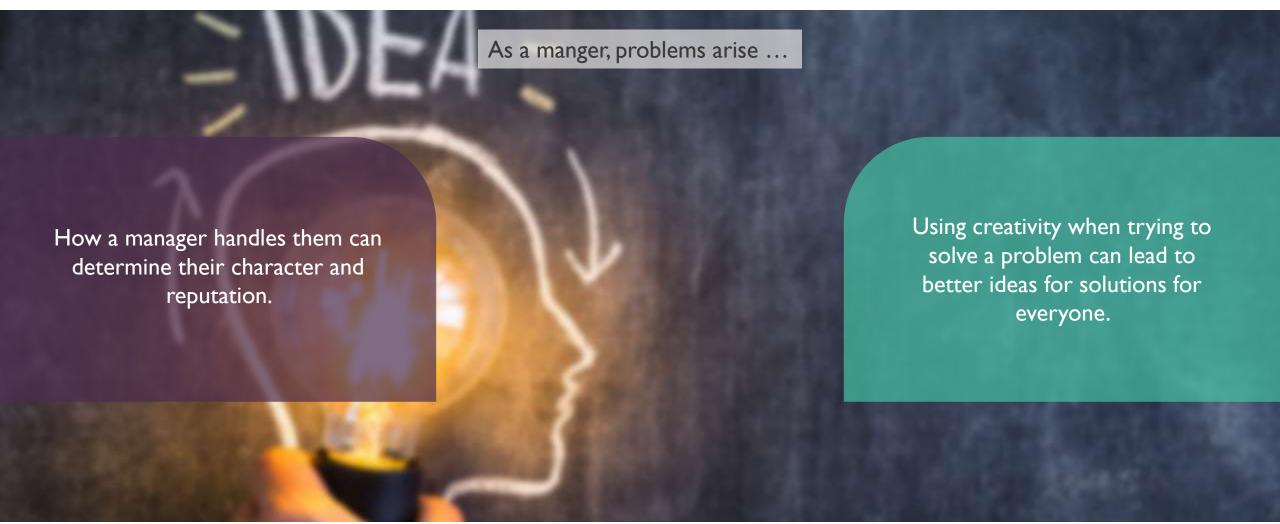
A Common Goal:





Managing Creativity (9 of 11)

Control:





Managing Creativity [10 of 11]

Solutions:



Brainstorming a larger, more creative list of solutions will help a manager create the best possible one.

Creativity can benefit business as long as it is manageable.

Having this ability is a skill employers will appreciate.



Managing Creativity (11 of 11)

A Valuable Resource:



A group is the most valuable resource for creative thinking.

Diverse group members possess knowledge and a variety of perspectives.

Traditional brainstorming groups tend not to leverage the potential benefits of the human resources within.









Group Creativity (I of I2)

Creativity = Advantage





Group Creativity Creativity

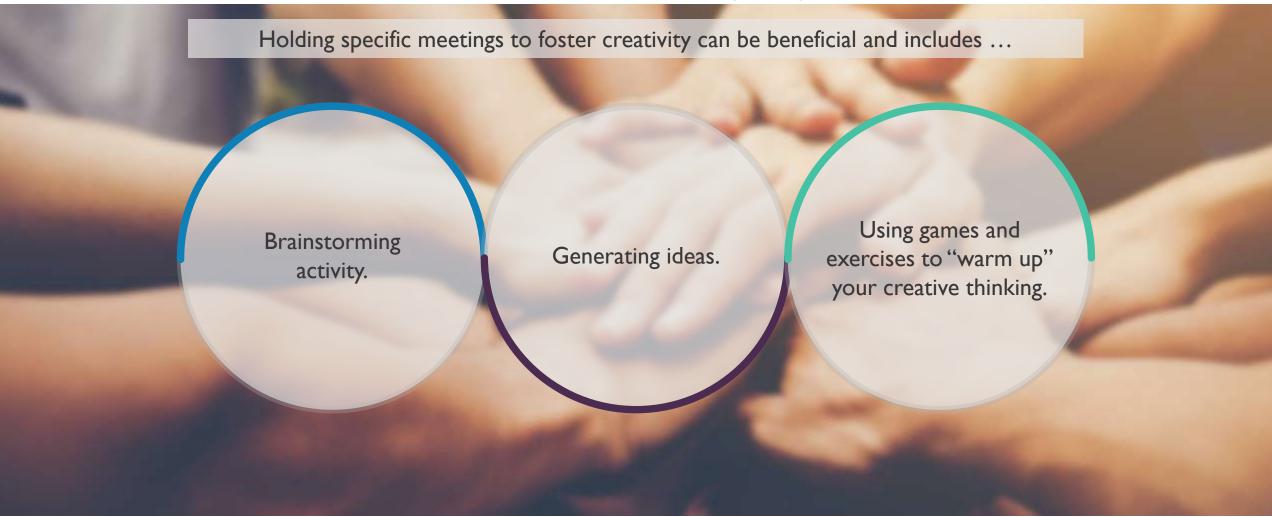
A Team of Creativity:







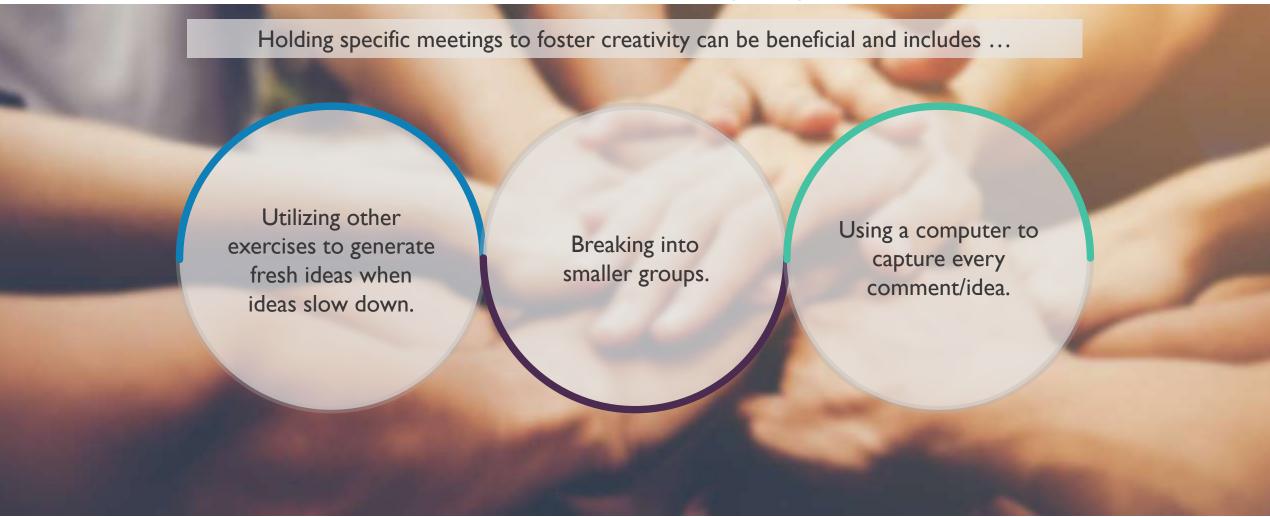
Non-Traditional Brainstorming Groups:







Non-Traditional Brainstorming Groups:







Creativity Meeting Rules:





Group Creativity (6 of 12)

A creativity meeting needs to be very organized and include ...



A quick overview about the meeting.

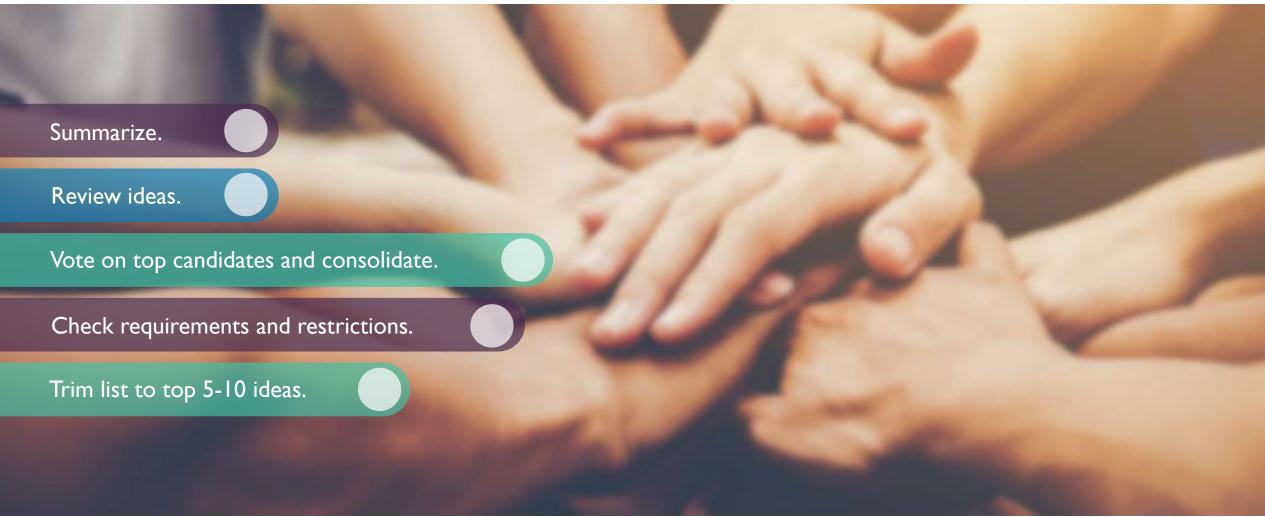
An agenda with what to expect.

Brainstorming objectives.





After holding the meeting it is important to ...







Brainstorming Objectives:







Carry a notebook, pen or pencil into all your meetings!





Next Steps:







Creative Presentations:







How to Keep an Audience:



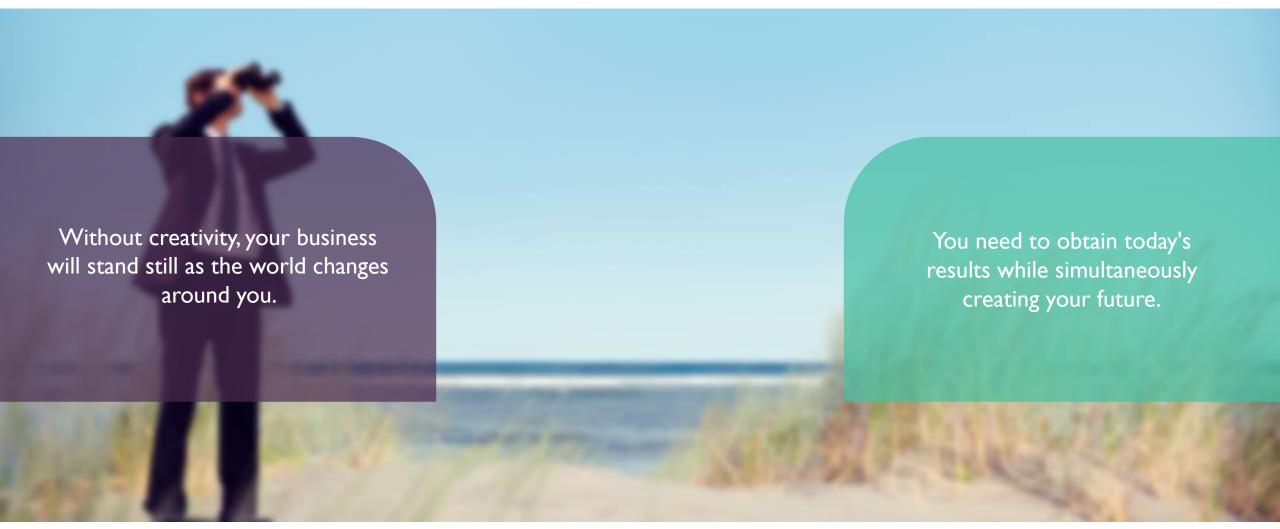








Your Business vs. The World:





(2 of 10)

An Example:





An Example:



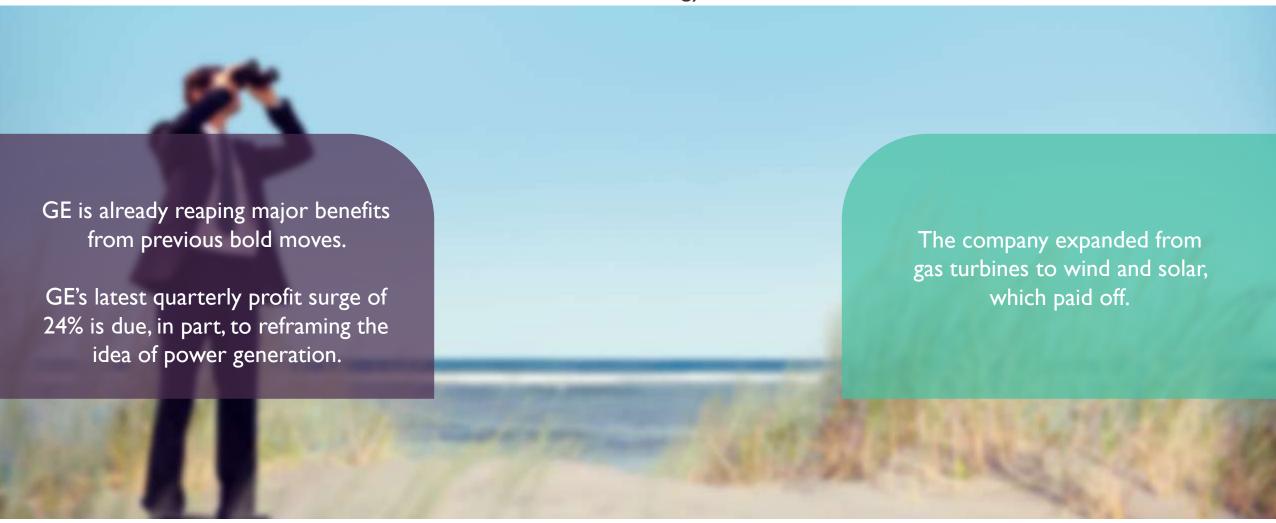


GE's Methodology: (1 of 2)



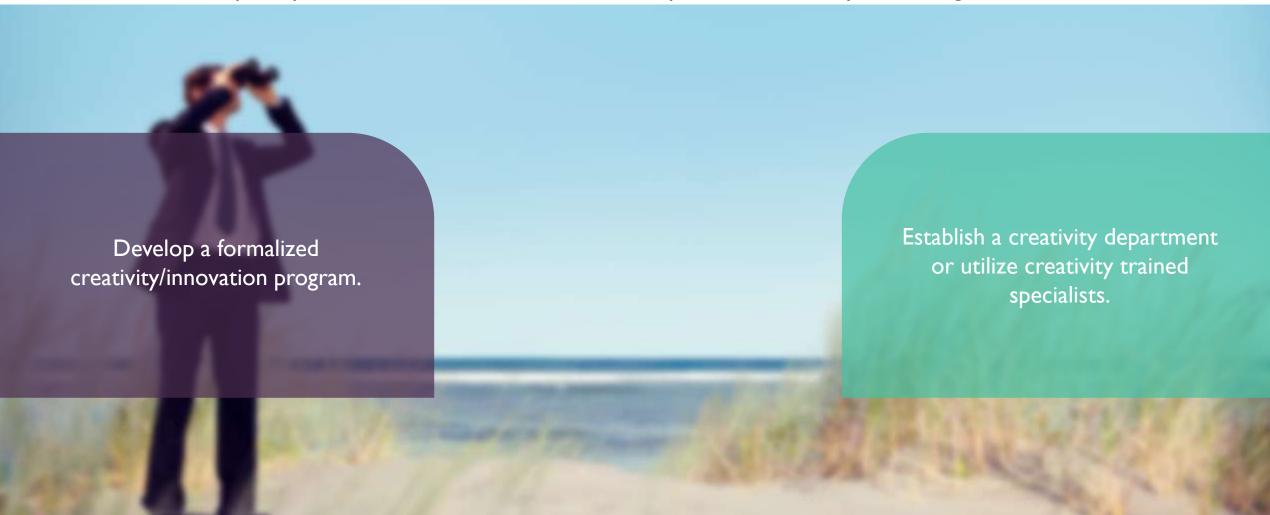


GE's Methodology: (2 of 2)



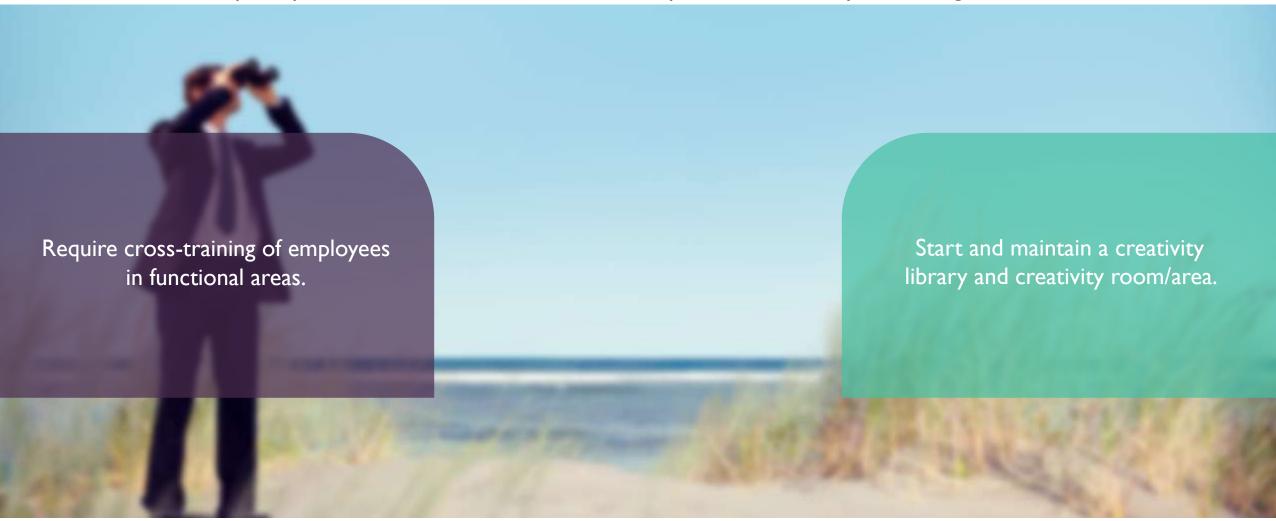


Experts provide these recommendations to help nurture creativity within organizations:





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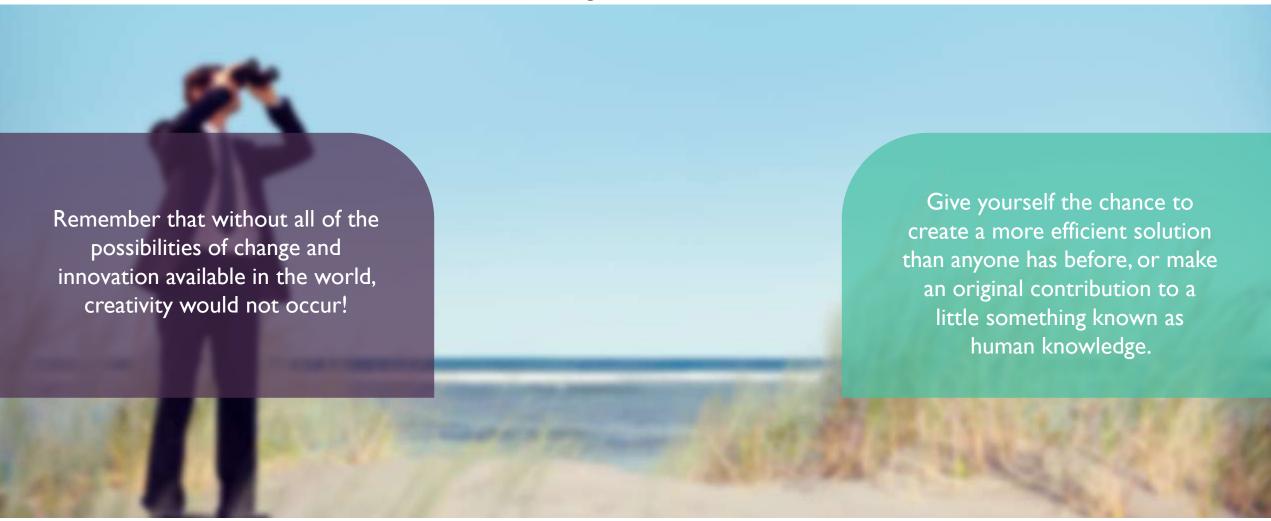
Creativity Creativity and The Future

A Business Weapon:





Change is the Future:





Anyone Can Do It!







Action Plan







