



**Creativity**

# Creativity and Organizational Success

## Climate Influences:



# Program Objectives (1 of 2)

Describe what creativity is . . .

- 🌀 Understand how the creative mind works.
- 🌀 Increase skills to increase your personal creativity.
- 🌀 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.





# What Is Creativity?

# 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:

🌀 Humans have intellectual skills that allow them to have creativity . . .

- *Choosing.*
- *Predicting.*
- *Interpreting.*
- *Translating.*
- *Recalling.*
- *Manipulating.*



# What Is Creativity? (4 of 8)

- ✎ Choosing: To select from a number of possibilities and pick by preference.
- ✎ Predicting: To state, tell about, or make something known in advance, on the basis of special knowledge.
- ✎ Interpreting: To explain and understand the meaning of something and to conceive the significance of it.



# What Is Creativity? (6 of 8)

## Use Your Own Process:

🌀 With these skills we are able to . . .

- *select knowledge and use it toward a specific goal.*
- *interpret communication and share it.*
- *remember previous knowledge and use it skillfully.*
- *Use 1 or more of the 6 intellectual skills to come up with a creative idea.*

# What Is Creativity? (7 of 8)

Creativity can come in different forms . . .

- 🌀 Scientific: inventions or medical cures.
- 🌀 Artistic/Musical: beautiful paintings, sculptures, or songs.
- 🌀 Creative Writing: novels, short stories, and poems.

# What Is Creativity? (8 of 8)

## Creativity Benefits:

- 🌀 Self Confidence.
- 🌀 Reduced Stress.
- 🌀 Inner Peace.
- 🌀 Better control over your life.
- 🌀 Satisfaction.

# Creativity and Business (3 of 3)

- ✎ Creativity is needed in business for finding new ways of:
  - *Making new products.*
  - *Strengthening the business.*
  - *Lessening weaknesses in the business.*
  - *Innovating.*



# Creativity Myths (3 of 3)

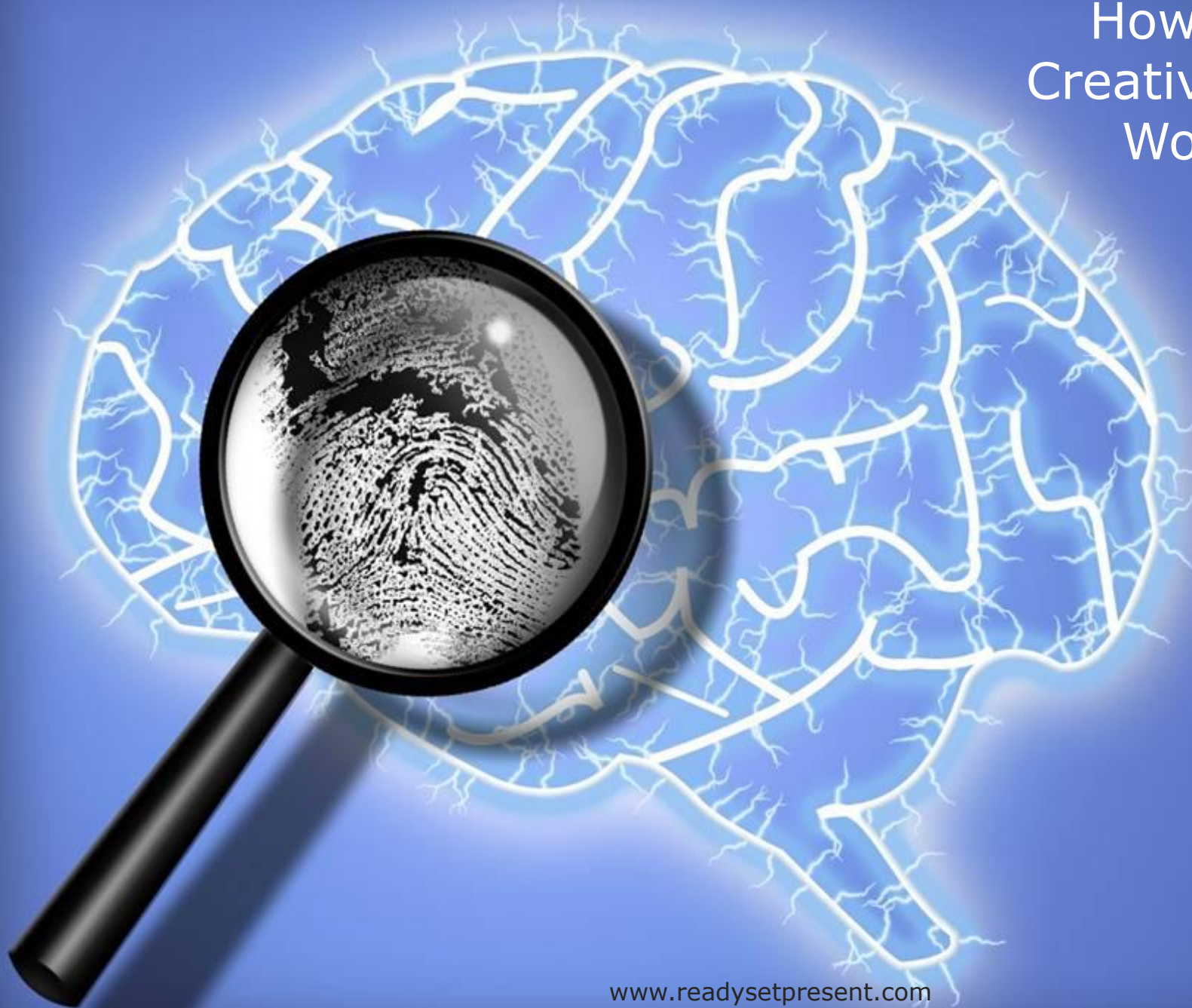
## 🌀 Being creative is easy.

- *Being creative is hard work. It takes practice and does not just happen.*

## 🌀 Only creative people can have creative ideas.

- *Everyone can be creative because different perspectives come from all walks of life, and everyone has different experiences.*

# How The Creative Mind Works



# Creative People





Download “**Creativity**”  
PowerPoint presentation  
at **ReadySetPresent.com**

**170 slides include:** the 9 Greek Muses, 4 creativity myths, 17 points on creativity in business, 8 slides defining creativity, 11 slides on how the creative mind works, 9 slides defining creative people, 4 slides on the process of creativity, 19 slides on increasing your personal creativity, 22 slides on creativity and organizational success, 20 slides on fostering organizational creativity, 11 slides on managing creativity, 12 slides on group creativity, 10 slides on creativity and the future, 4 slides on action steps, how to's and much more.

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