

# Enhancing Creativity



# Enhancing Personal CREATIVITY

## Discussion Point

What triggers your Inquisitive,  
Curious, Creative Mind?



# Motivations for Personal Creativity

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## Internal

- ▶ Passion
- ▶ Interest

## External

- ▶ Rewards
- ▶ Recognition
- ▶ Challenges
- ▶ Workplace situations
- ▶ Teams
- ▶ Contribution to a cause



# WALLA'S MODEL OF THE CREATIVE PROCESS

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- ▶ Preparation (A)
- ▶ Incubation (D)
- ▶ Illumination (C)
- ▶ Verification (B)



# The 5 Primary Skills of Creativity

## ▶ Fluency

- Quantity counts
- Looks for alternatives
- Seeks new ways
- Avoids “the one right answer”

## ▶ Originality

- Makes mental leaps
- Courage to venture into the unusual
- Less judgmental to new ideas
- Sees beyond the ordinary

## ▶ Focus on the essence

- Discards the irrelevant
- Establishes priorities
- Allows the single most important aspect, problem or idea to become dominant
- Understands and gets to “the point”
- Understands the REAL problem

## ▶ Elaboration

- Creativity in action
- Develops ideas
- Refines ideas
- Builds on original ideas
- Produces as a result of creative ideas

## ▶ Resisting closure (keeping an open mind!)

- Staying open long enough to discover possibilities and opportunities in ideas and situations
- Asking “Why not?” instead of “But why?”
- Revisiting old habits
- Deferring judgment



# THE FOUR CREATIVE CATEGORIES

qualities and skills,  
attitudes and coping  
skills associated  
with creative ability

person

ways of doing and finding  
solutions which will equip you  
to put creativity into action in  
order to solve problems and to  
find new opportunities and  
possibilities

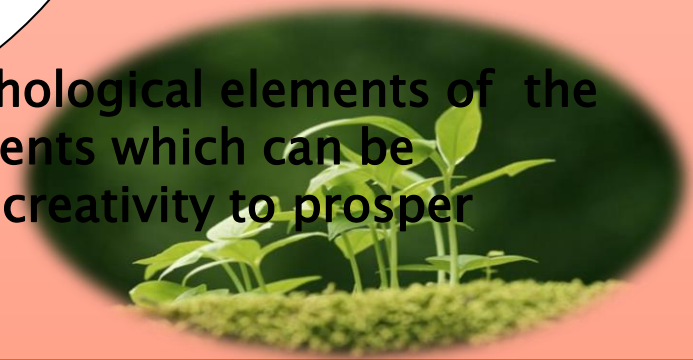
process

ways to ensure that solutions  
are implemented and action  
guaranteed, gaining insights  
into planning for the future  
creatively

Product/  
outcome

environment

physical and psychological elements of the  
creative environments which can be  
created to enable creativity to prosper





# Enhancing Creativity in Organizations

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- Create a Strategic Vision
- Establish Innovation as a Priority
- Create Organizational Structures that Promote Collaboration
- Establish Processes to Convert Ideas to Innovations
- Allocate Resources
- Train Workforce on Creativity Tools
- Measure & Communicate Results
- Recognize Creative Behavior
- Reward Innovative Results



# Be a Creativity Enhancing Leader

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- **Create an external focus**
  - define success in market terms
- **Be a clear thinker**
  - simplify strategy into specific actions, make decisions and communicate priorities
- **Have imagination and courage**
  - take risks on people and ideas
- **Energize teams through inclusiveness**
  - connect with people, build both loyalty and commitment
- **Develop expertise in a function or domain**
  - use depth as a source of confidence to drive change







# Creativity in Practice

## Attitude

- I Can Change Things
- There is a better way
- Opportunities abundant
- Change is GOOD
- Innovation growth
- Failure is learning

## Behavior

- Pursuing opportunity
- Innovating
- Perseverance
- Internal Locus of Control
- Risk management
- Need for achievement

## Professionally

CREATIVITY in different ways  
over one's career life cycle

## In One's Life, Managing

- Family Community issues
- Personal finances And relationships
- Change & Growth Church activities