About the Tutorial

Creativity, unlike what people often feel, is not exclusively an innate quality gifted only to a few selected people. It is true that some people are born with prodigious amounts of creativity, but the truth is that creativity is present in everyone. Interestingly, creativity can be learnt, nurtured, and practiced by interactive techniques.

This is the reason why the scientific community wants Creativity to be taught as a part of the educational process, so that young minds can see and offer different points of view to standard norms. In this tutorial, we will discuss all the areas that creativity influences and how to nurture it in one’s career path.

Audience

More the creative abilities of the people, the more creative results they tend to achieve. Once people start thinking beyond the standard problem-solving modes, they begin to consider a wide range of alternatives to their problems. This tutorial will motivate all those readers who seek creative solutions to problems and in turn increase their productivity and quality of output.

Prerequisites

This tutorial was designed to identify the differences between general problem solving methods and creative problem solving methods. The readers need to have a basic knowledge about the various organizational scenarios that people may face at their workplace.

Copyright & Disclaimer

© Copyright 2017 by Tutorials Point (I) Pvt. Ltd.

All the content and graphics published in this e-book are the property of Tutorials Point (I) Pvt. Ltd. The user of this e-book is prohibited to reuse, retain, copy, distribute or republish any contents or a part of contents of this e-book in any manner without written consent of the publisher.

We strive to update the contents of our website and tutorials as timely and as precisely as possible, however, the contents may contain inaccuracies or errors. Tutorials Point (I) Pvt. Ltd. provides no guarantee regarding the accuracy, timeliness or completeness of our website or its contents including this tutorial. If you discover any errors on our website or in this tutorial, please notify us at contact@tutorialspoint.com.
# Table of Contents

About the Tutorial .................................................................................................................. 1

Audience .................................................................................................................................. 1

Prerequisites ............................................................................................................................... 1

Copyright & Disclaimer ............................................................................................................ 1

Table of Contents ..................................................................................................................... 2

1. DEVELOPING CREATIVITY — INTRODUCTION ............................................................... 3
   Defining Creativity .................................................................................................................. 3
   Significance of Creativity ....................................................................................................... 4

2. TECHNIQUES OF CREATIVITY .......................................................................................... 5

3. CHARACTERISTICS OF CREATIVE THINKERS ............................................................... 7

4. ORGANIZATIONS THAT TREASURE CREATIVITY ......................................................... 9

5. DEVELOPING CREATIVITY — CASE STUDY ................................................................. 11

6. DEVELOPING CREATIVITY — BRAINSTORMING .......................................................... 13

7. DEVELOPING CREATIVITY — STORYBOARDING ........................................................... 15

8. WORKSHEET – EMPLOYEE CREATIVE THINKING ....................................................... 17

9. COMPUTER-AIDED CREATIVITY ..................................................................................... 20

10. SOFTWARE VISUALIZATION TOOLS ............................................................................ 22

11. SPATIAL REPRESENTATION TOOLS ............................................................................... 24
   Spatial Information Systems ................................................................................................. 24
   Spatial Hypertext Systems ................................................................................................... 25
1. Developing Creativity – Introduction

There are numerous ways of describing Creativity, out of which the one that most scholars agree is that – it is the **supply of imaginative ideas** which provide innovative solutions to problems through a new approach to the problem. It is also defined as a novel approach that can integrate with an existing knowledge in an organic manner.

In addition to all these features, creativity should also result in ideas that are valuable or have any positive evaluation. If a creative idea is not practical, then it ceases to be of any value. Such creative ideas are not considered creative, but impractical.

Creativity involves the dual processes of generation of new ideas, as well as generating different ways of seeing the same events, both are important to achieve creative solutions to the problems.

Creativity involves the generation of new ideas or the recombination of known elements into something new, providing valuable solutions to a problem. It also involves motivation and emotion. In this tutorial, we will discuss all the areas that creativity influences and how to nurture it in one’s career path.

**Defining Creativity**

Creativity is a unique quality of human intelligence in general. It can be found in everyday situations that people face in their lives, such as the association of ideas, recalling, having a perception, analogical thinking, and engaging in self-criticism.

There are three kinds of Creativities which tell us different manners of supplying novel ideas:

- **Combining Creativity** - This is a new combination of tried and tested ideas.
- **Exploring Creativity** - New ideas are generated from exploring concepts.
- **Transforming Creativity** - Transforming set structures to enhance new ones.
Creative thinking is credited with playing an important role in innovation. In fact, people even go to the extent of saying that both Creativity and Innovation are complementary activities. Pursuing a creative thought results in innovation. Pursuing different ways of solving problems results in getting creative answers.

For creativity to convert into innovation, a proper organizational culture is necessary. A right organizational culture provides opportunities and support for the creativity processes for the development of personal and group creativity skills.

**Significance of Creativity**

One of the foremost objectives of engaging people in a creative thinking process is as follows:

- To make people think without boundaries
- To initiate curiosity in something
- To steer clear of conventional yet traditional ideas as well as reoccurring procedures and
- To only rely on one's imagination to consider multiple solutions and alternatives to a problem.

The outcomes of a creative thinking process are specifically important in the world of business. The managerial decisions and corporate behavior of any organization are dependent on its skills of adaptability in a fast changing and increasingly ambiguous market scenario.

This is the reason behind the acute needs for creative solutions and creative action-based strategies. The more the managers increase their understanding of problematic situations and learn finding multiple solutions to the problems; the faster they will be able to get themselves and their teams ready for any possible alternatives in various possible situations in the future.
2. Techniques of Creativity

Creativity can be enhanced through many creative techniques. In fact, creativity can not only be enhanced but also directed and focused on a branch of study or craft. For example, people in sales and marketing may utilize a different set of creative techniques, as compared to those in quality management.

Attempts to enhance the creativity in the minds of people can be put under two important classifications:

- Techniques suited to enhance creativity in individuals, and

- Creativity enhancing techniques for a group of individuals, which suits the needs of the working force.

Improving creativity for individuals is the act of enhancing the powers of intuition and removing mental blocks, such as fear of criticism and ridicule. At the basic level, enhancing creativity in work circles is not possible without first enhancing team building. This will bring a change in group dynamics and will pave the way for creative thoughts and innovation.

All group creativity techniques can be applied to individuals successfully. That is because Creativity is an attribute of an individual person, however it can be developed more efficiently in a group or a team because individuals need to interact with other individuals to express their creative ideas and make a practical working model based on it.

There are many computer-based creativity supporting tools, such as artificial intelligence models, information systems, etc. which can be used to enhance creativity, explore alternatives to fixed ideas and to encourage imagination.
Analytical Techniques

Analytical Techniques involve a linear approach to thoughts as in a sequence of steps to follow. A prime example of this technique will be the "Wh-question" technique, where the participant is encouraged to carry his thought forward by asking him leading questions such as, "Who, What, When, Where, Why and How"). These questions are known to stimulate different directions of thought and help in organizing all the points of these thoughts under one context or narrative.

Intuitive Techniques

In comparison, Intuitive Techniques are less structured techniques, where the instructor has the option to skip a few steps and allow the participant to give a whole answer at the end, as per his narrative. It is often compared with the "Wishful Thinking" technique.

Divergent and Convergent Thinking

A third classification of creativity, apart from the Analytical Approach and the Intuitive Approach, is dependent on Divergent Thinking and Convergent Thinking.

Divergent Thinking is the process of encouraging generation of free-flowing ideas, which are then channelized in different directions depending on the requirements of the process.

In contrast, Convergent Thinking is all about filtering all the free-flowing thoughts generated during the Divergent Process and subjecting them to further filtration to single out those ideas that have a truly innovative and practical value.

Both these thinking processes are complementary and help people find numerous alternatives to seeing the same situation and finalizing the one that can be implemented. Caution must be observed in comparing divergent thinking with combination thinking, which may sound the same but are different.

In combination thinking, the conflicting ideas of people are put in a coherent context, so that everyone agrees to the final suggestion without feeling that his/her idea has been stifled or compromised with.
3. Characteristics of Creative Thinkers

Creative thinkers try to play with the fundamental concepts of all established facts using different analogies and metaphors and through the usage of unique symbolisms. They try to find as much similarity of their idea with the present situation so that the listeners do not get alienated and then pitch in their individual thoughts. This saves them from premature judgement and filtering.

Creative thinkers take caution that they don’t sound too extreme in their ideas. They always opt for the intermediate approach while building imaginative and ideal situations. They also share techniques in which their vision can become a feasible reality and they do it by relating their ideas with previously mentioned processes and find links with them, which makes the listeners think about the idea in a different light.

The most effective methods to increase creativity in a team are:

- To be happy and cheerful
- Encourage transparent communication
- Trust people and accept failures
- Be in contact with external information
- Be independent of apprehensions
- Support participation in decision making
- Encourage new ideas

While innate creativity doesn’t need to be particularly nurtured, training the management staff in creativity should be done by experts on how to stimulate creativity in their team members and how to provide motivation. The management should also encourage people for the use of creative techniques and initiate their team mates towards them.

Application of Creativity

Creativity uses a generation of ideas with value to combine various features from them and create a new path to solve concrete problems. This helps people in adapting to change, while still improving the performance of the organization. Creative thinking encourages participation in crucial decisions which immediately changes the attitude of the staff of the organization in a positive direction.

Some expected results of the creativity process are as follows:

- Innovation through new product and processes
- Improvement of existing products or services
- Increase in employee productivity
- Increase in work efficiency
- Increase in flexibility
- Increase in quality
Characteristics of Providers

The implementation of creative techniques in an organization needs the assistance of external consultants and experts who undertake such projects and are well acquainted with the implementation of such processes within the boundaries of the organization.

Their job description revolves around presenting different techniques, teaching their application, profiling people based on their job requirements and providing them with focused training methods. They also define the problems and initiate the changes as per the needs of the process.
End of ebook preview
If you liked what you saw...
Buy it from our store @ https://store.tutorialspoint.com