

# Creativity and Innovation

## (Levels B & C)



### Underpinning Competencies

- Contextual Thinking
- Creative Assimilation
- Planning and Scheduling Work
- Reciprocal Communication

### Linked Assessments (where applicable)

- Creativity Effectiveness Profile

Human creativity or innovation is a very large and complex subject area with a considerable amount of debate about what it is, and how it is practiced. To be creative or innovative can be said to be Original, Imaginative, Expressive, Ground breaking, Inventive and Idea generative.

The problem with all of the above creativity “labels” is that they are context sensitive or relative terms. In other words, we can only be truly creative if we have an alternative or different perspective to everyone else (often in commonplace or familiar situations where most people think broadly in the same way). The reason for stressing this need for creativity to represent continually new and different approaches is to make the point that creativity does not occur as a phenomenon that is independent from its situational circumstances. In the same way, neither is creativity the domain of only creative “types”. Hence, the reality is that in the right circumstances, any individual can be creative or be more creative than they were just by having a new or different view from everyone else).

This workshop looks at the whole subject of creativity and innovation from a personal and individual perspective and very much support the view that the skills and competencies of engaging in creative or innovative behaviour are discoverable and therefore “learnable” for every individual.

### Objectives

At the end of this module you will be able to:

- identify the four phases that are involved in using creativity/ innovation skill – INITIATE (I), DEVELOP (D), EVOLVE (E) and ACTION (A) – spelling the word “IDEA”.
- discover that increased creativity and innovation is possible for every individual no matter where their base skills start.
- learn how to increase your levels of curiosity and to break your traditional thinking patterns to find new ideas or solutions.
- recognise that all ideas need to be nurtured and (where possible) tested to ensure that they can be implemented successfully.
- apply strategies to ensure that good ideas and creative thought succeed through high levels of personal courage and persistence