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SOFT SKILLS AS A TOOL FOR CREATIVITY IN RURAL AREAS PROJECT 2020-1-FR01-KA204-079841



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CREATIVITY



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Name of the module

Creativity

Main aim of the module

The main purpose of this module is to help individuals to understand creativity, the importance of creativity, and how it can be developed.

Objectives of the module

- To understand the relevance and importance of creativity
- To understand the characteristics of the creativity
- To learn how to develop creativity



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“Everything you can imagine is real.”
Pablo Picasso

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What is creativity?



-  Creativity can be defined as the ability of a person to generate, create, or discover new ideas, solutions, and possibilities.
-  Creativity is a process for generation of new ideas and concepts or creatively combination of already existing ones.



What is creativity?



Creativity is an act of creating something new, and very often creativity is associated with innovation. But there is a difference between creativity and innovation.



Creativity means creation of new ideas.



Innovation means accomplishment of those creative ideas.



Creativity and innovation are one of the most recognizable skills, which allows thinking creatively and outside of the box, and creation of unique and innovative ideas and solutions, for successful accomplishment of a person or a business objectives and goals.



Aspects of creativity at the workplace



There are three aspects of creativity to consider when thinking about creativity at the workplace:

- Personal creativity
- Organizational creativity
- Creative thinking





Phases of the creative process



There are four phases of the creative process:

Phase 1: Background or Knowledge Accumulation

Phase 2: The Incubation Process

Phase 3: The Idea Experience

Phase 4: Evaluation and Implementation



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"Creativity involves breaking out of expected patterns in order to look at things in a different way."

- Edward de Bono



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Why is creativity important?



Identifies new opportunities



Improves collaboration



Embraces challenges or risks



Promotes innovation



Stimulates the mind



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What are the main characteristics of creativity?







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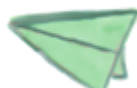
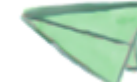
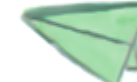
What are the main characteristics of creativity?

Here are shown some characteristics of the creative personality, stated by Mihaly Csikszentmihaly:

-  Creative individuals have a great deal of energy, but they are also often quiet and at rest.
Creative individuals tend to be smart, yet also naive at the same time.
-  Creative individuals have a combination of playfulness and discipline, or responsibility and irresponsibility.
-  Creative individuals alternate between imagination and fantasy on one end, and rooted sense of reality at the other.
-  Creative people seem to harbor opposite tendencies on the continuum between extroversion and introversion.



What are the main characteristics of creativity?

-  Creative individuals are also remarkable humble and proud at the same time.
-  Creative individuals to a certain extent escape rigid gender role stereotyping and have a tendency toward androgyny.
-  Generally, creative people are thought to be rebellious and independent.
-  Most creative persons are very passionate about their work, yet they can be extremely objective about it as well.
-  The openness and sensitivity of creative individuals often exposes them to suffering pain yet also a great deal of enjoyment.



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"Creativity is inventing, experimenting, growing, taking risks,
breaking rules, making mistakes, and having fun."

Mary Lou Cook



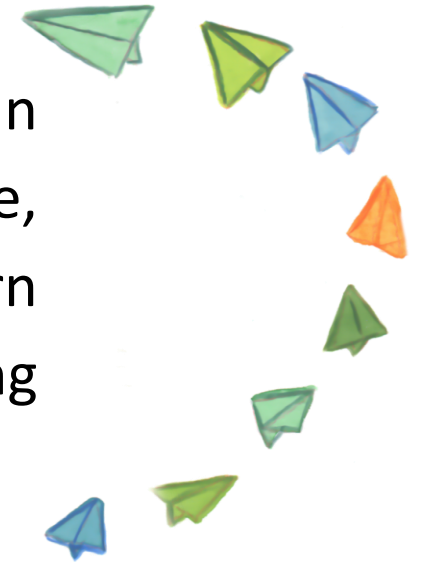
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How to develop creativity?



Creativity is a skill that can be developed and a process that can be managed. Creativity begins with a foundation of knowledge, learning a discipline, and mastering a way of thinking. We learn to be creative by experimenting, exploring, questioning assumptions, using imagination and synthesizing information.

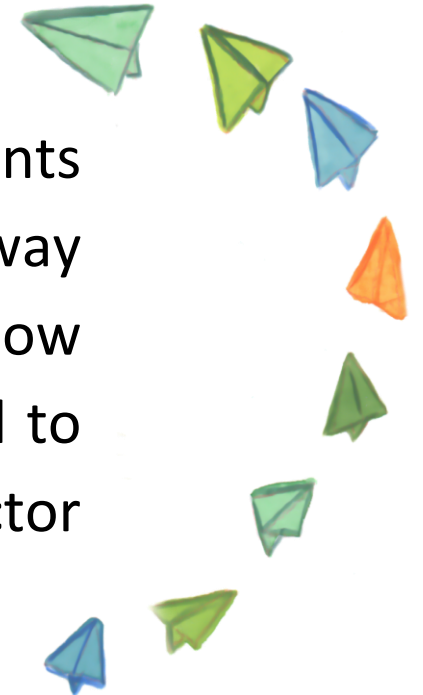




How to develop creativity?

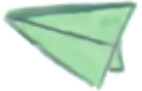


Developing creativity in an organization requires a mix of elements both of personal behavior and environmental. Maybe the best way to help people to maximize their creative potential is to allow them to do something they love. Freedom has been suggested to be necessary in order to be creative. It is considered a factor characterizing high creativity





How to develop creativity?



The main practices that leaders should embrace to support and encourage innovation and creativity in the workplace include :



Encouraging employees to challenge the status quo;



Having an open attitude towards risk taking;



Being able to use mistakes as learning opportunities;



Using and sharing knowledge and information;



Focusing on continuous learning;



Conducting fair and informative evaluations;



Rewarding creative performance;



Practicing participatory management; and
Being self-reflective.



“You can’t use up creativity. The more you use, the more you have.”

Maya Angelou





Test Your knowledge!

1. Creativity can be defined as the ability of a person to generate, create, or discover new ideas, solutions, and possibilities.

- a) True
- b) False

What are the three aspects of creativity to consider when thinking about creativity at the workplace?

- a) Personal creativity, Organizational capacity, Critical thinking
- b) Personal creativity, Organizational creativity, Creative thinking
- c) Organizational creativity, Teamwork, Creative thinking



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3. How many phases does the creative process have?

- a) 7
- b) 5
- c) 4

4. Creativity does not identify new opportunities.

- a) True
- b) False

5. Creativity is a skill that can be developed and a process that can be managed.

- a) True
- b) False



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Answers:

1. A
2. B
3. C
4. B
5. A



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