Creativity - Handout

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Creativity

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Introduction
♦ Brief (very brief) history of Creativity Research
♦ Definitions and key characteristics
  Mary Jane Petrowski, Creativity: Connecting Research to Teaching & Learning
  (http://www.lib.montana.edu/loex/LOEXkeynote/sld001.htm)

Dimensions of Creativity
♦ Differences in Creativity
  Dr. Andrei G. Aleinikov, President
  Mega Innovative Mind International Institute
♦ CR7 Principles
  Dr. Chris Wood Foreman
  Center for Creativity and Innovation
  Eastern Michigan University

Importance of Creativity
♦ “Originality is the antidote to competition”
  Maria and Charlie Girsch, Creativity Central
♦ Critical for problem solving

Problem Solving
♦ Problem Definition is Critical!
♦ Methods of Problem Solving
  Brainstorming
  Brendon & Dennis Boyle
  Ideo Product Development Corp

  “Get your butt fired”
  Maria and Charlie Girsch

Reframing, Flip the question on its head
Tina Ruggirello
University of Windsor
Fostering Creativity

♦ CREATING
  Dr. Chris Wood Foreman
  Center for Creativity and Innovation
  Eastern Michigan University

♦ “Enlightened Trial and Error”
  Ideo Product Development Corp

♦ 10 Dimensions of a Creative Climate
  Goran Ekvall

♦ Ideo Product Development Corp Philosophy

♦ Stretchercises
  Maria and Charlie Girsch
  http://www.creativitycentral.com

♦ More

Conclusion
Definitions & Key Characteristics

Creativity
Is the creation of original and useful work.
Key Features: Novelty & Value

Creative thinking:
Is tied to existing structures
Generates creative ideas in others
Differences in Creativity:

Domain (where)
Style (how)
Rate (how fast)

CR7 Principles

Creativity is…
1. *Action* – Creating is an action verb
2. *Intentional*
3. A group activity
4. *Is useful* – can do something with it
5. *Managed failure*
6. *Discipline*
7. *People kill ideas* – we each have individual responsibility to support the ideas of others
How do we get the most out of “Brainstorming”?  

1. Quantity is king!  
   Fluency – lots of the same kind of ideas  
   Frequency – lots of different ideas  
2. Encourage *WILD* ideas  
3. Defer judgement, accept the ideas of others  
4. Build on the ideas of others, don’t take ownership  
5. Stay focused  
6. Phrase questions as ideas  
7. Begin w/ a clear, tight problem definition  
8. One conversation at a time  
9. Be visual – quick sketches  
10. No Dead Air – throw out ½ ideas, ask “what else?” Say “Remember when…?”
CREATING

Capture ideas
  Idea friendly places, Tools to record ideas
Risk Tolerance – What am I afraid of?
Read Creatively – bits, small pieces
Environmental details
Artful Inspirations – give permission to doodle
Thing laterally – no right order, no right answer
Interact w/ others – partner w/ divergent thinkers
New Behaviors
Get Playful
Ekvall’s 10 Dimensions

1. Challenge
2. Freedom
3. Idea Support
4. Trust/Openness
5. Dynamism/Liveliness
6. Playfulness/Humor
7. Debate
8. Conflict
9. Risk-Taking
10. Idea Time
IDEO Product Development Philosophy

♦ Try stuff and ask forgiveness later
♦ Fail often to succeed faster
♦ If it ain’t broke, break it
♦ Take risks
♦ Teach, Consult
♦ Show and Tell – Anecdotes
♦ Collect Experiences – things, examples, stories, cartoon, share what you’re doing with others, etc.
♦ Lead from behind – people who come to the meetings run them
♦ Play hard
More ways to foster creativity

♦ Celebrate and Reward Failures
♦ Humor – Being playful is hugely important!
♦ Educate Fast
♦ Toys and stuff to play with
♦ Take “Yes, but…” out of your vocabulary
♦ Get a mantra that reminds you of creativity and gets you started.
♦ Need quiet time and space for gestation, insight
♦ Take time out to recharge
♦ You don’t have to get it right the first time
♦ Insight happens
♦ Don’t expect to be creative 24/7
♦ There is no ONE answer!
♦ Keep tinkering
♦ Remember… Everyone is creative