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Creativity - Handout

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Creativity

**Workshop by Tracy Bicknell-Holmes
UNL University Libraries**

**Sponsored by Staff Development Co.
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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

- ◆ CRREATING
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
Organizational Climate for Creativity and Innovation. European Journal of Work & Organizational Psychology 5(1): 1996.
- ◆ 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...?”

CRREATING

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

Think 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