

TEAM UP

NAME
DATE

Creativity

Why Creativity?

- + COVID
 - + Digitalisation
 - + Regulation
 - + Market Maturity
-
- + And it's fun!!

Creatives

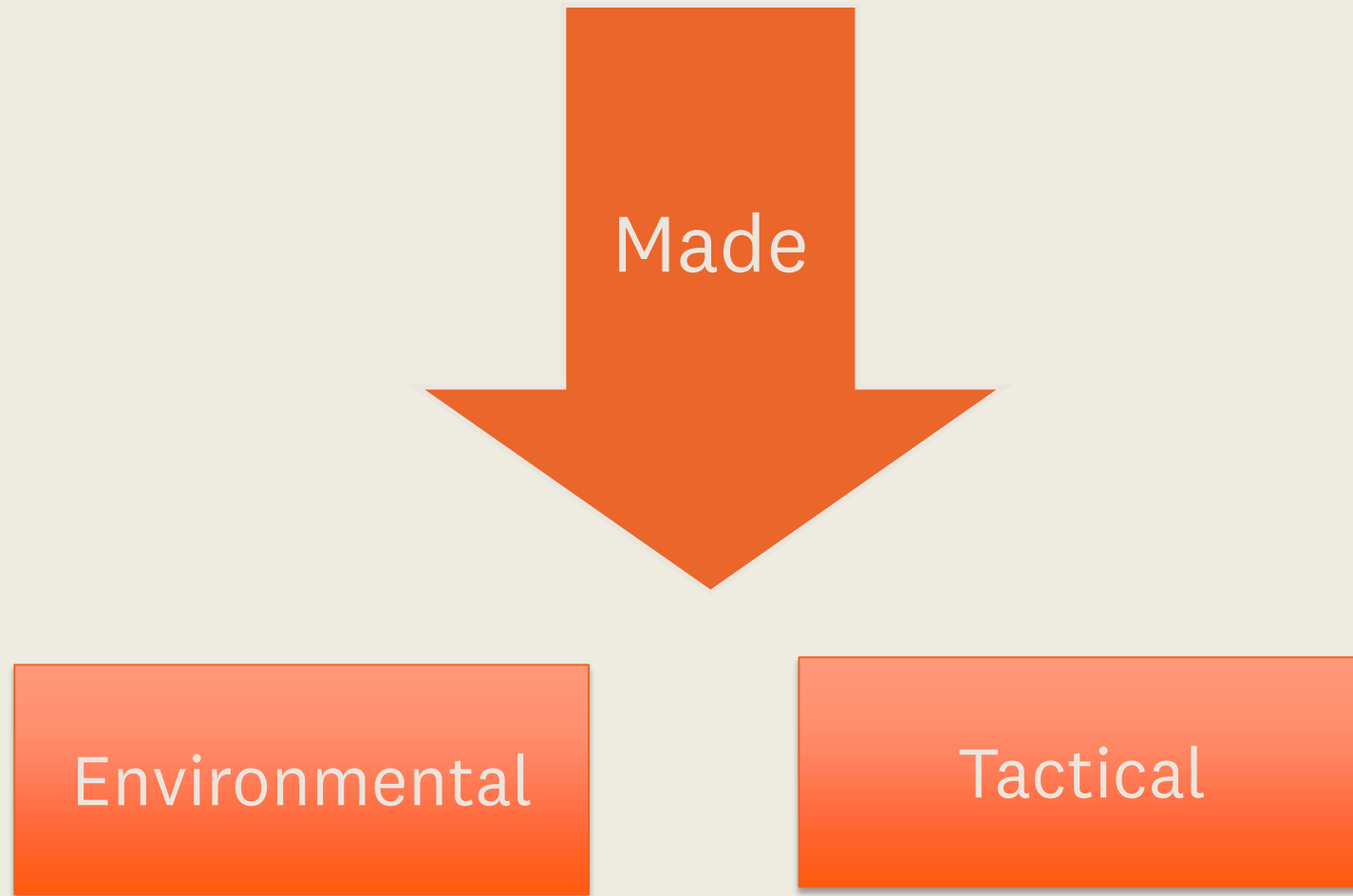


Born?



Made?

Fostering Creativity



Ideal Climate for Creativity

De-stigmatizing Errors

No idea is a bad idea

No stupid questions

Fun

Psychological Safe Environments

A climate where people feel able to take ‘interpersonal risks’

An environment where the team can speak there mind without fear of reprisal

= CREATIVITY!!!!!!

Be Vulnerable

**Admit
weaknesses and
mistakes**

Ask for Help

Apologise

**Poke fun at
your self**

Say how you
really feel

**Bring
Humour**

Appreciate

Be Empathic

**Listen well (inc
feelings)**

Encourage diverse
perspectives

Share what you
know

Be Helpful

Dialogic skills

Exercise

+ 'Yes and....' v 'Yes but...'

Be a Learner

Ask questions

Embrace risk

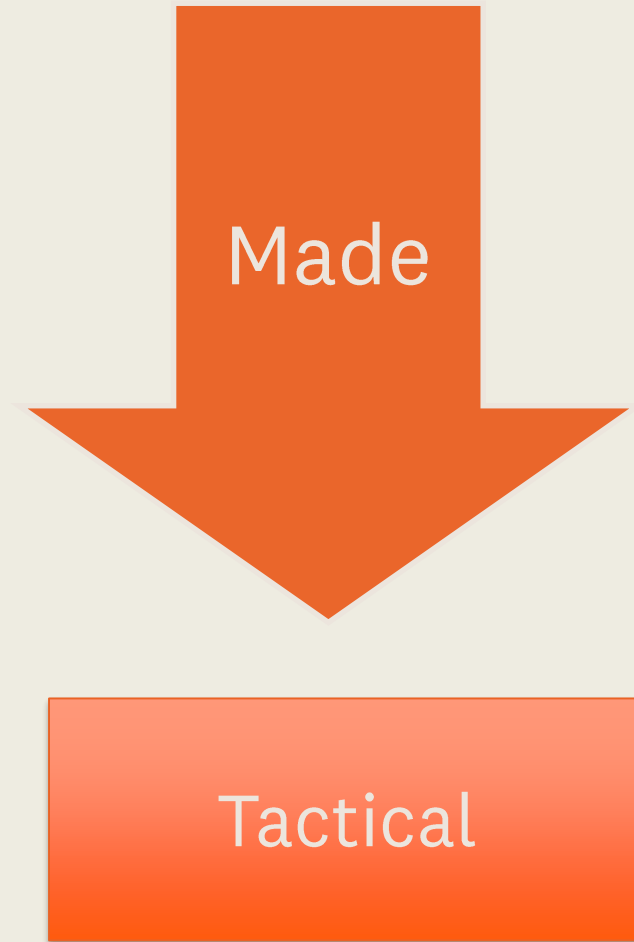
**See failure as
a positive**

reflect

Additional Environmental Tips

1. Green housing – not backing winners too soon
2. Freshness – do something different!
3. Momentum – keep going (2157 attempts)
4. Design – ergonomics, labs, campus, ping pong tables

Tactical Tips



3x Type 1 Thinking (Risk averse) Pit falls

1. Selective Thinking (confirmation bias – I'll hire me's)
2. Assumptive Thinking (the earth is flat)
3. Reactive Thinking (**A BAT AND BALL TOGETHER COST £1.10 IN TOTAL. THE BAT COSTS £1 MORE THAN THE BALL. HOW MUCH DOES THE BALL COST?**)

Techniques (pro prize type 2 thinking)

What would John
Lennon do here?

De Bono Hats



Glass Dome

Brainstorming

Random Words

De Bono's 6 Creativity Hats



	+ White	Facts and Figures
	+ Red	Emotions and Feelings
	+ Black	Logical negative assessment
	+ Yellow	Positive assessment
	+ Green	Creative
	+ Blue	Overview

Games and Props

- + Warm ups and Ice Breakers
- + Analogies and metaphor
- + Art, play dough, lego, music and right brain mediums

And Don't Forget your...

- + Music
- + Juggling balls
- + Slinkies
- + Sweets

Summary

- + Focus on the climate
- + Arm yourself with a few techniques
- + Make it fun