CREATIVITY AND INNOVATIONS

Eastern Express TC

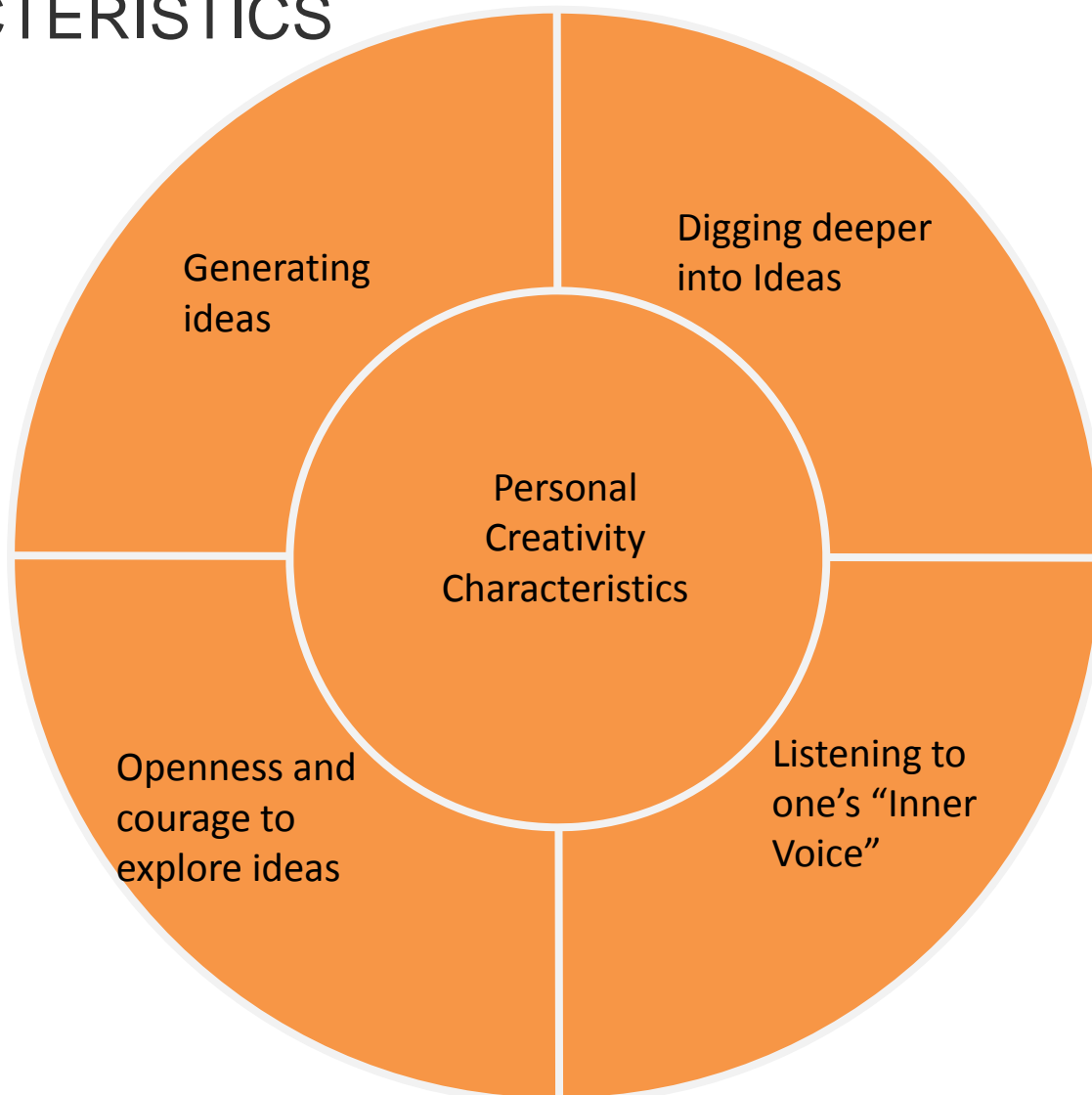**Istanbul, October 25-31, 2009**

DEFINITION

More than 100 different definitions +26

Creativity is the ability to produce the work which is both novel (i.e., original, unexpected) and appropriate (i.e., useful, adaptive to the task constraints) by Robert J. Sternberg

Creativity can be viewed at both personal and societal levels.

Categories of personal creativity characteristics

CATEGORIES OF PERSONAL CREATIVITY

Generating Ideas include Fluency, Flexibility, Originality, Elaboration, and Metaphorical Thinking

- Fluency refers to quantity or the ability to generate a large number of ideas. Quantity gives opportunity for quality;

- Flexibility refers to the ability to shift the direction of one's thinking or to change one's point of view.

- Originality deals with generating options that are unusual or statistically infrequent (i.e., ideas that few people in any group might offer).

- Elaboration refers to the ability to add details and to expand ideas;

- Metaphorical thinking refers to the ability to use comparison or analogy to make new connections.

CATEGORIES OF PERSONAL CREATIVITY

Digging Deeper Into Ideas

- This include Analyzing, Synthesizing, Reorganizing or redefining, Evaluating, Seeing relationships, Desiring to resolve ambiguity or bringing order to disorder, and Preferring complexity or understanding complexity.

Openness and Courage to Explore Ideas

- This include Problem sensitivity, Aesthetic sensitivity, Curiosity, Sense of humour, Playfulness, Fantasy and imagination, Risk-taking, Tolerance for ambiguity, Tenacity, Openness to experience, Emotional sensitivity, Adaptability, Intuition, Willingness to grow, Unwillingness to accept authoritarian assertions without critical examination.
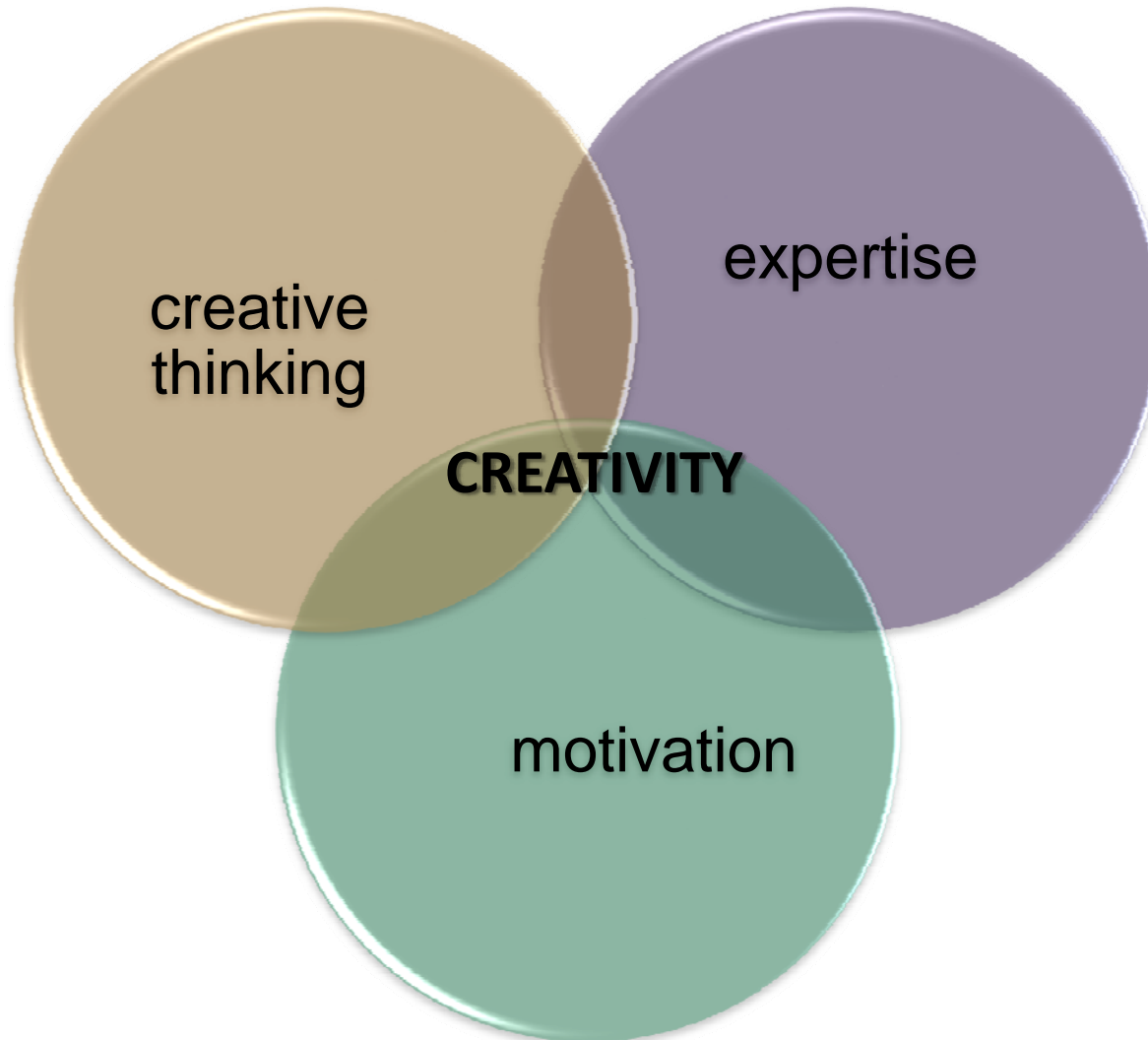
CATEGORIES OF PERSONAL CREATIVITY

The listening to one's "inner voice"

- This category includes traits that involve a personal understanding of who you are, a vision of where you want to go, and a commitment to do whatever it takes to get there.

- The characteristics for this category that we refer to as *Listening to One's "Inner Voice"* include Awareness of creativeness, Persistence or perseverance, Self-direction, Internal locus of control, Introspection, Freedom from stereotyping, Concentration, Energy, and Work ethic.

THREE COMPONENTS OF CREATIVITY

creative thinking

expertise

CREATIVITY

motivation

WHERE DOES IT COME FROM?

- **Knowledge** – all the relevant understanding an individual brings to bare a creative effort

- **Creative thinking** – relates to how people approach problems and depends on personality thinking/working style

- **Motivation** is generally accepted as a key to creative production and the most important motivations are intrinsic passion and interest in work itself

PERSONAL CREATIVE PROCESS

Creative process involves four stages:

- preparation – analysis of the problem and initial conscious work on the task;

- incubation – active unconscious work on the problem;

- illumination – occurs when suddenly a promising idea becomes consciously available;

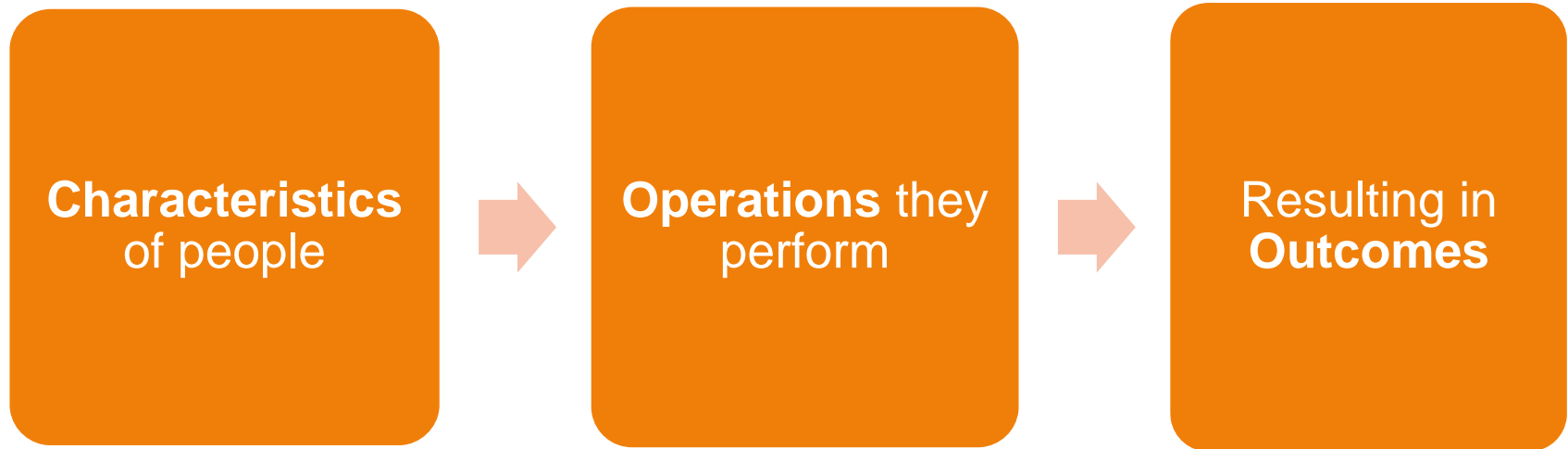- verification – the creative idea is evaluated, developed and refined;

CREATIVE PRODUCTIVITY

Creative productivity arises from interactions of:

- *Characteristics*

- *Operations involve the strategies and techniques people employ to generate and analyze* ideas, solve problems, make decisions, and manage their thinking.

- *Context includes the* culture, the climate, the situational dynamics such as communication and collaboration and the physical environment in which one is operating.

- *Outcomes are the products and* ideas that result from people's efforts.

WHAT CONTRIBUTES TO CREATIVE PRODUCTIVITY

Characteristics of people → **Operations** they perform → Resulting in **Outcomes**

Within their **Context**

SOURCES OF CREATIVITY

- Motivating people;
- Removing fears to make a mistake or failure;
- Reducing controls and frames;
- Let to evaluate the process of one's work;
- Allowing opportunity for choice;
- Using project based approach;