



## **DESARROLLO MOTIVACIONAL**

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**TEMA: TYPES OF THINKING**

**Grupo: 42A**

**Subtema: Creative thinking**

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### **Creative Thinking Definition, Skills, and Examples**

BY ALISON DOYLE (Updated February 13, 2018)



Most people associate creativity with the arts such as writing a novel, painting a picture, or composing music. While these are all creative endeavors, not all creative thinkers are artists. Many jobs require creative thinking, including positions in the world of business and science. Creativity simply means being able to come up with something new. If you can create something, not only will you enrich your personal life, you'll have an advantage in whatever field you enter.

The first thing you need to do is recognize your own creativity.

What is Creative Thinking?

Creative thinking means looking at something in a new way. It is the very definition of "thinking outside the box." Often, creativity in this sense involves what is called lateral thinking, or the ability to perceive patterns that are not obvious. The fictional detective Sherlock Holmes used lateral thinking in one famous story when he realized that a dog not barking was an important clue in a murder case.

Some people are naturally more creative than others, but creative thinking can be strengthened with practice. You can practice creative thinking by solving riddles, being aware of (and letting go of) your assumptions, and through play. Play connotes anything unstructured and relaxing such as daydreaming.

Creative people have the ability to devise new ways to carry out tasks, solve problems, and meet challenges.

They bring a fresh, and sometimes unorthodox, perspective to their work. This way of thinking can help departments and organizations move in more productive directions. Hence, their value to the company.

## Creative Thinking and the Job Search

Some job descriptions state that creative thinking is required for the position.

In that case, you should come to your interview prepared with specific examples of how you're able to demonstrate your creativity, just as you would with any other skill.

However, many employers want creative thinkers even though they haven't articulated it. In those cases, think about how your creative nature has helped you in the past and how it might be an asset in the job you're seeking. You can also showcase your creativity in your application materials, providing examples or using such words as "fresh and innovative" to describe your work.

If you're looking for creative opportunities as a means of personal fulfillment, you can find satisfaction in surprising places. Any job that allows you to put your own spin on your work will end up being creative.

## Examples of Creative Thinking

Opportunities for creative thought in the workplace vary from the obvious artistic position to the highly technical one. Generally, anything that involves an "aha" moment is considered creative. Here are some examples of jobs that entail creative thinking.

### Artistic Creativity

You don't have to be an artist for your work to have an artistic element. Perhaps you arrange retail displays for maximum impact or, shape the path of an enticing hiking trail.

If you work for a small company, the artistic task might fall to whoever agrees to do it. These tasks include designing logos, writing advertising copy, creating the packaging for a product, or drafting a phone script for a fundraising drive.

### Creative Problem-Solving

Creative problem-solving stands out as innovative. A creative problem solver will find new solutions, rather than simply identifying and implementing the norm. You might brainstorm new ways to cut energy use, find new ways to cut costs during a budget crisis, or develop a litigation strategy to defend a client. These all entail creative thinking on your part.

### Creativity in STEM

Some people think of science and engineering as the exact opposite of art and creativity. However, the opposite is true. The field of STEM (i.e., science, technology, engineering, and math) is highly creative.

For example, designing a more efficient assembly line robot, writing an innovative new computer program, or developing a testable hypothesis are all highly creative acts. In fact, the history of science and technology is filled with projects that did not work, not because of errors in technique or methodology, but because people remained stuck in assumptions and old habits. STEM needs radical creativity in order to flourish and grow.



To Think:

1. to form or have in the mind
2. to have as an intention thought to return early
3. to have as an opinion think it's so  
to regard as: consider think the rule unfair
4. to reflect on: ponder think the matter over  
to determine by reflecting think what to do next
5. to call to mind: remember He never thinks to ask how we are.
6. to devise by thinking —usually used with up thought up a plan to escape
7. to have as an expectation: anticipate We didn't think we'd have any trouble.
8. to center one's thoughts on talks and thinks business  
to form a mental picture of
9. to subject to the processes of logical thought think things out



Joy Paul Guilford

Creative Thinking

Read and write about Joy Paul Guilford. Follow instructions given by the teacher.

**Divergent thinking** is a thought process or method used to generate creative ideas by exploring many possible solutions. It is often used in conjunction with its cognitive colleague, convergent thinking, which follows a particular set of logical steps to arrive at one solution, which in some cases is a 'correct' solution. By contrast, divergent thinking typically occurs in a spontaneous, free-flowing, 'non-linear' manner, such that many ideas are generated in an emergent cognitive fashion. Many possible solutions are explored in a short amount of time, and unexpected connections are drawn. After the process of divergent thinking has been completed, ideas and information are organized and structured using convergent thinking.

What Are Lateral Thinking Techniques?

Lateral Thinking is a set of processes that provides a deliberate, systematic way of thinking creatively that results in innovative thinking in a repeatable manner. While critical thinking is primarily concerned with judging the true value of statements and seeking errors. Lateral thinking is more concerned with the "movement value" of statements and ideas. A person uses lateral thinking to move from one known idea to creating new ideas. I define four main categories of Lateral thinking tools:

Idea-generating tools which break free your current thinking patterns from their usual pathways.

Focus tools that open your mind to new possibilities in the search for new ideas.

Harvest tools that help maximize value is received from the idea generating output.

Treatment tools that ground the creativity process by making the wild ideas and make them fit the real world constraints, resources, and support.



## EXERCISE

Follow instructions given by the teacher.



Edward de Bono

Linear and Lateral thinking

Read and write about Edward de Bono. Follow instructions given by the teacher.

## What Is **Lateral Thinking**?

With logic you start out with certain ingredients just as in playing chess you start out with given pieces. But what are those pieces? In most real life situations the pieces are not given, we just assume they are there. We assume certain perceptions, certain concepts and certain boundaries. Lateral thinking is concerned not with playing with the existing pieces but with seeking to change those very pieces. Lateral thinking is concerned with the perception part of thinking. This is where we organize the external world into the pieces we can then 'process'.

A healthy human brain does not want to always be creative, it is designed to figure out how to do things or how to think about things and then 'locks' that automatic response or behavior into a subconscious process so that your conscious brain can focus on other matters.

This is why Dr. de Bono developed the Lateral thinking techniques to help overcome our natural proclivity to get 'locked' into patterns and allow you to be creative on demand.

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## EXERCISE

Follow instructions given by the teacher



Prepare yourself to perform lateral thinking. Choose from the following topics:

- CDMX traffic
- Classroom improvement

Follow instructions given by the teacher.