



rego*U*niversity 2019

SAN DIEGO

The Concepts of Creativity

Your Guide: Jacob Cancelliere

Introductions

- Take 5 Minutes
- Turn to a Person Near You
- Introduce Yourself
- Business Cards



Agenda

- What is Creativity?
- Why do we care about Creativity?
- Our personality types and behaviors
- Using some tools

Open Mic

- Has Anyone Here Attended Creativity Training?
- How do you define Creativity?
- Are you Creative?

What is Creativity?

- Creativity is the ability to modify self-imposed constraints.

Ackoff & Vergara(1988)

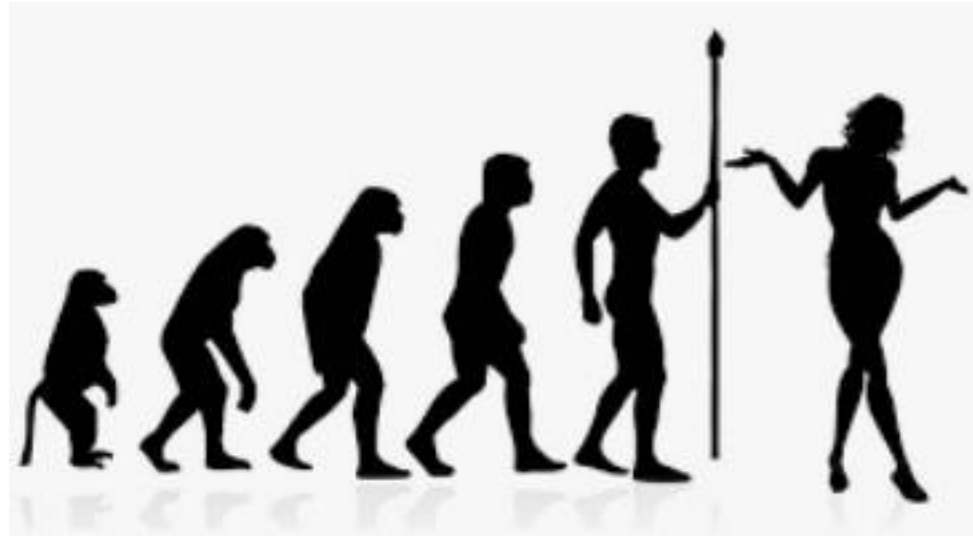
or

- Creativity is the production of original ideas that are valuable

We are going to look at deliberate creativity!

What is Creativity?

- Creativity is an Ability or Skillset you can grow and improve!



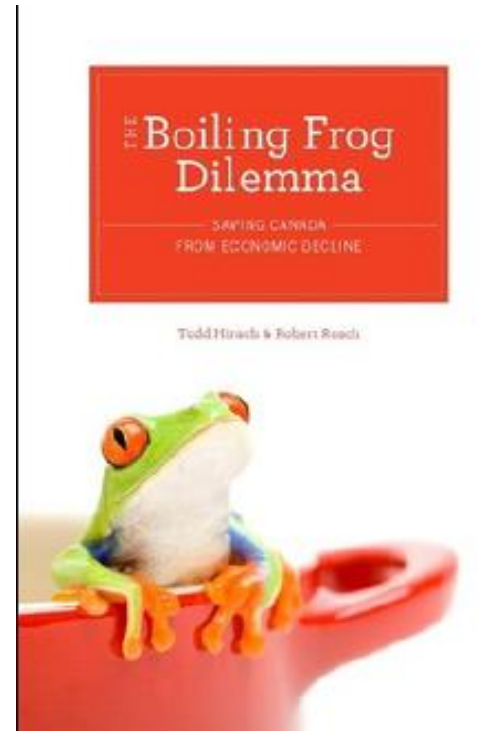
Why do we care about Creativity?

- Being more creative can help us:
 - ✓ Personally
 - ✓ Professionally
 - ✓ Institutionally
 - ✓ To be better Educators/Mentors/Leaders

Why do we care about Creativity?

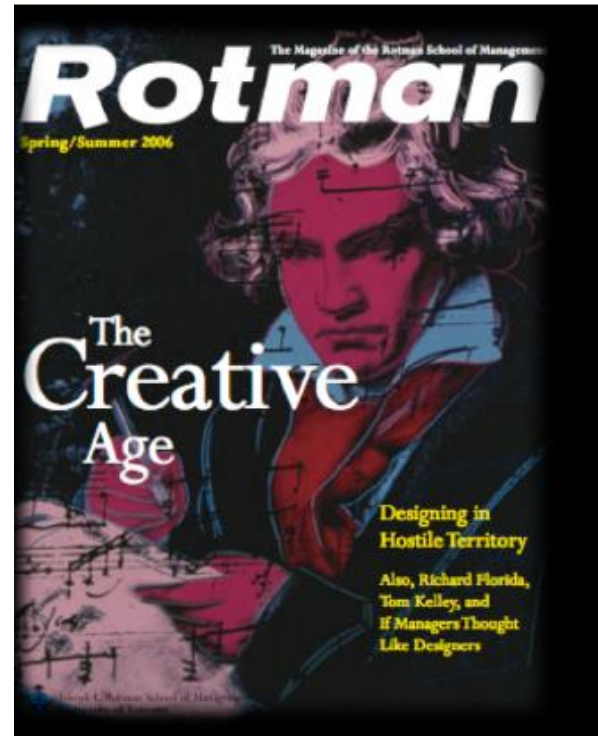
Creativity Supports

- Invention
 - Creating something new
- Innovation
 - Increasing value
- Design
 - Improved



Why do we care about Creativity?

- More than 70% of senior executives report that creativity & innovation is in their top three drivers for growth. Source: McKinsey Quarterly (2008)



Why do we care about Creativity?

The Future of Jobs World Economic Forum

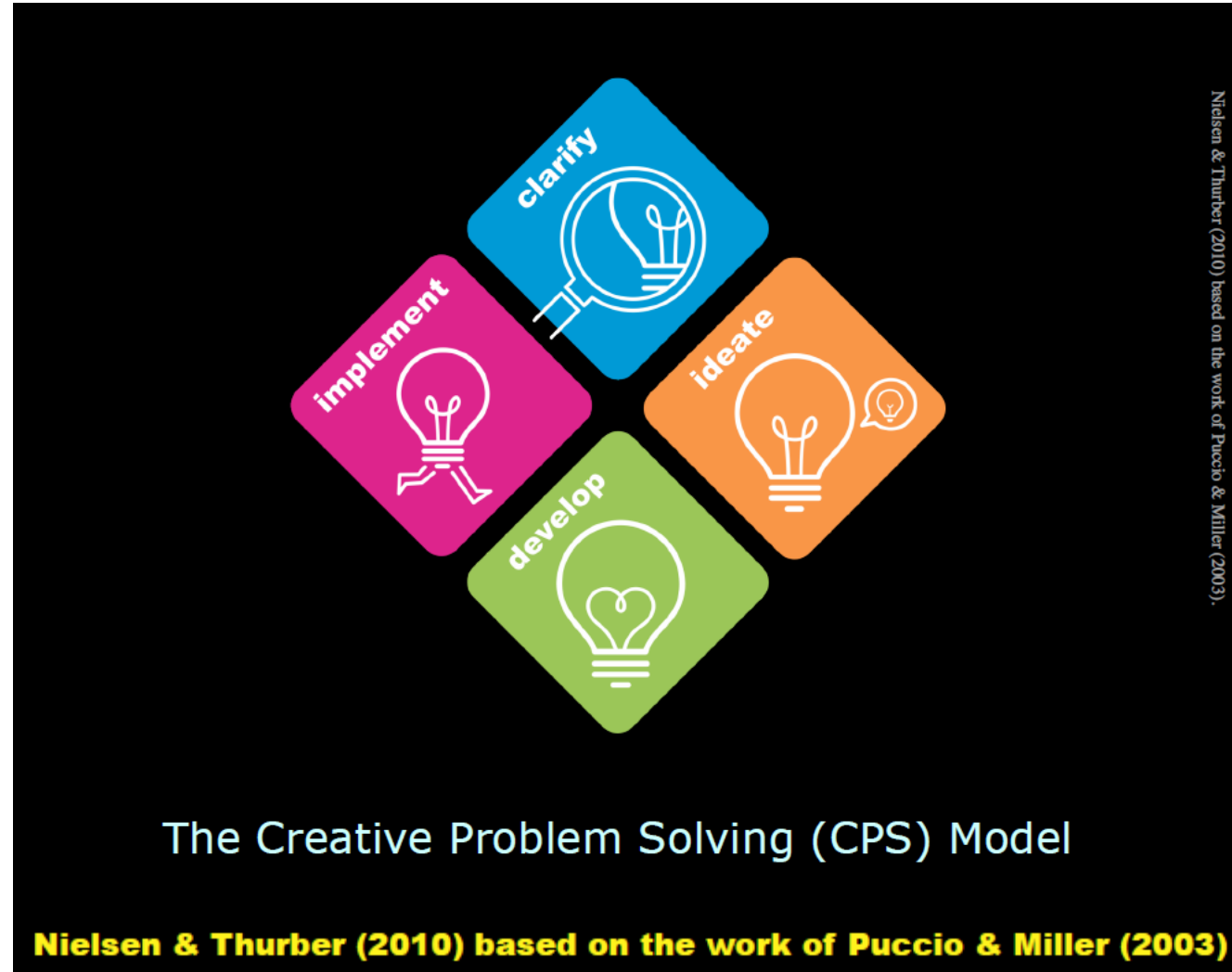
Top 10 Skills in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

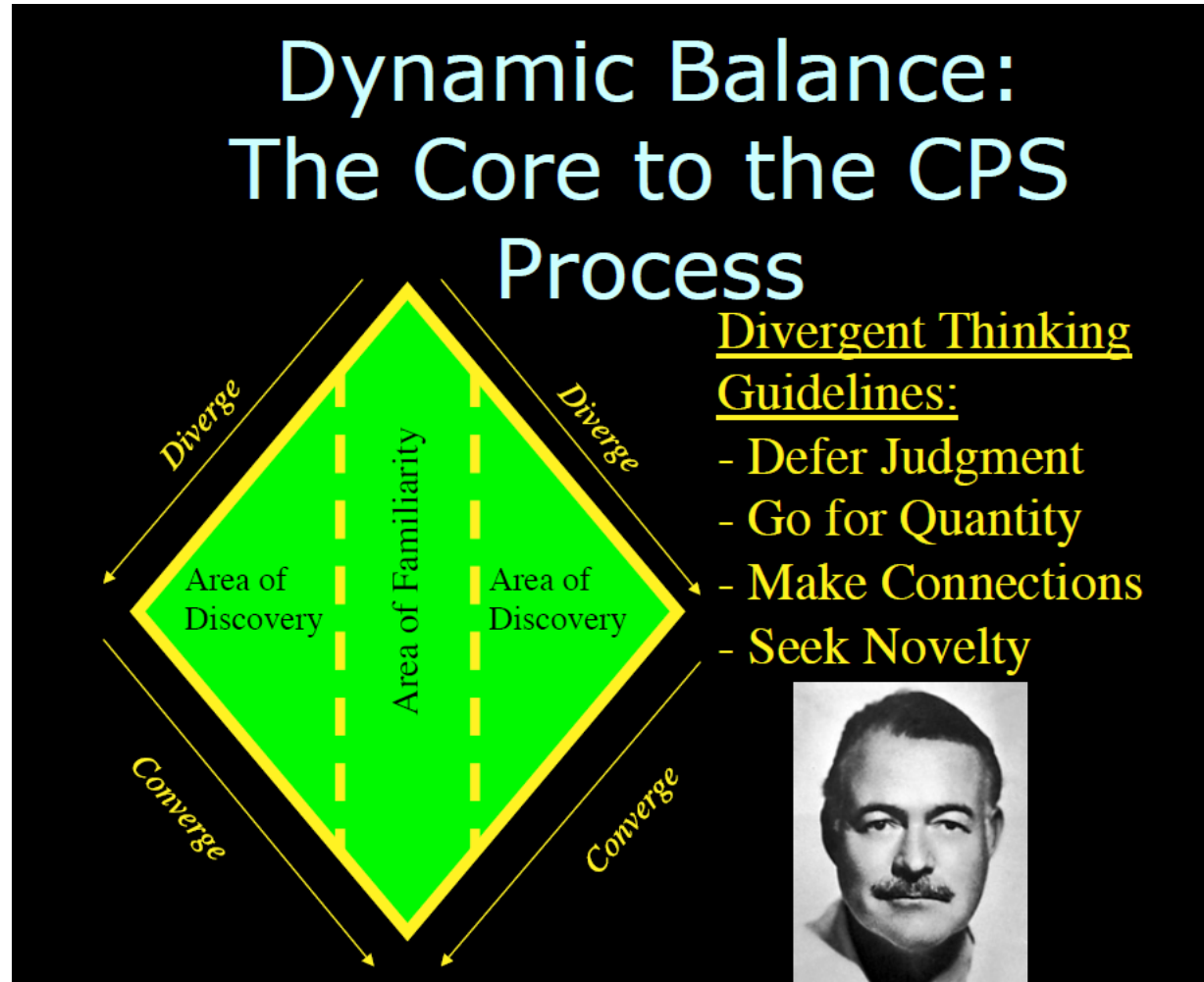
Top 10 Skills in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientations
9. Negotiation
10. Cognitive Flexibility

Creativity Concepts







Divergent Thinking

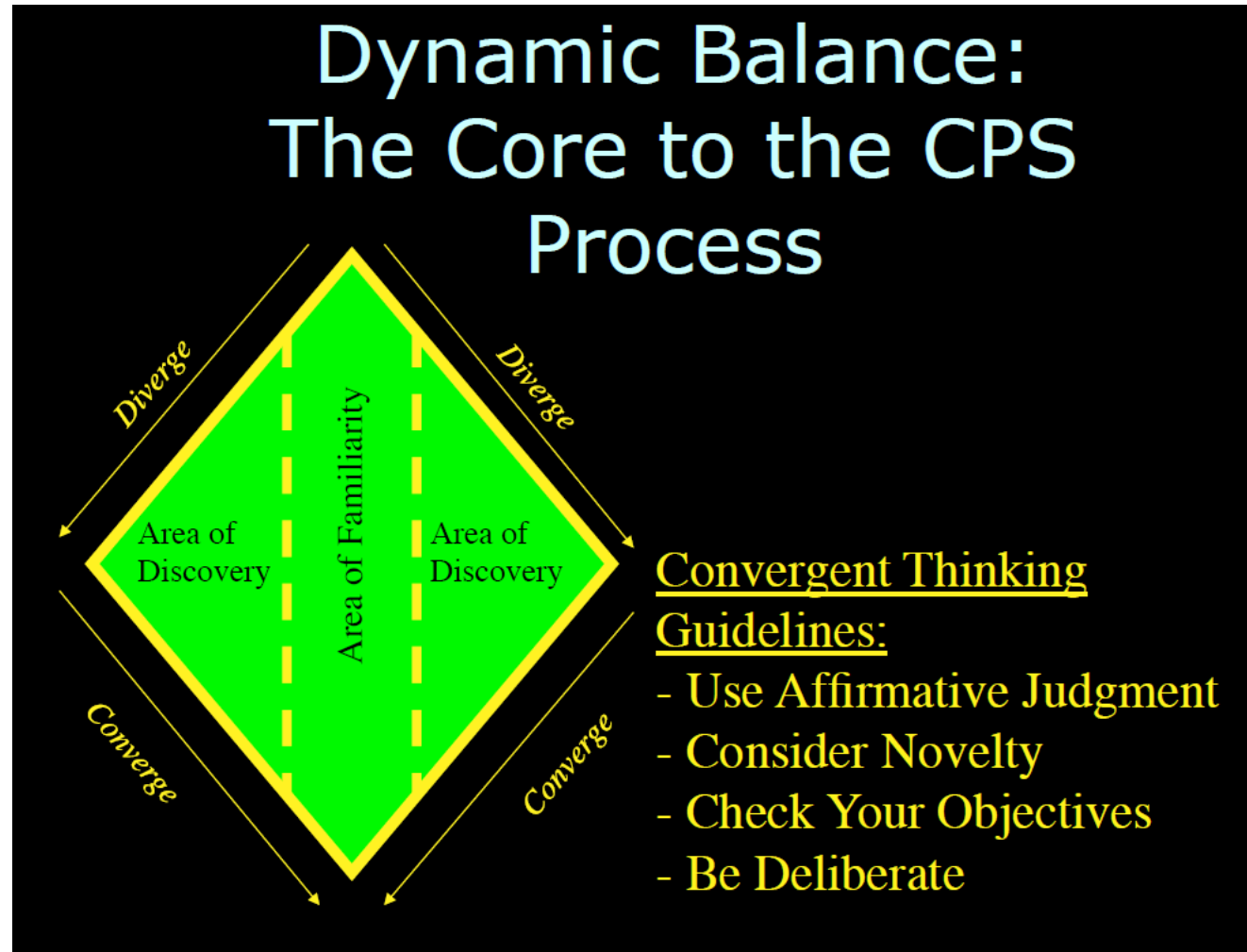
- How could we improve a Bathtub?

Group Exercise Tools:

- Stick'em up Brainstorming - **5min**
- Brain Writing - **5min**
- Forced Connection - **5min**



Creativity Concepts



Questions?



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Let Rego be your guide.

Thank You For Attending regoUniversity

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- Click on **Report PDU's**
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- Class Name = **regoUniversity**
- Course Number = **Session Number**
- Date Started = **Today's Date**
- Date Completed = **Today's Date**
- Hours Completed = **1 PDU per hour of class time**
- Training classes = **Technical**
- Click on **I agree** and **Submit**



Let us know how we can improve!
Don't forget to fill out the class survey.



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