# CRAYON' sTRAINING COURSE

## Creativity in Action to promote YOung eNtrepreneurShip

Project number 2015-1-ES01-KA203-016056

**Module III**

**Boost your creativity and use it to innovate**

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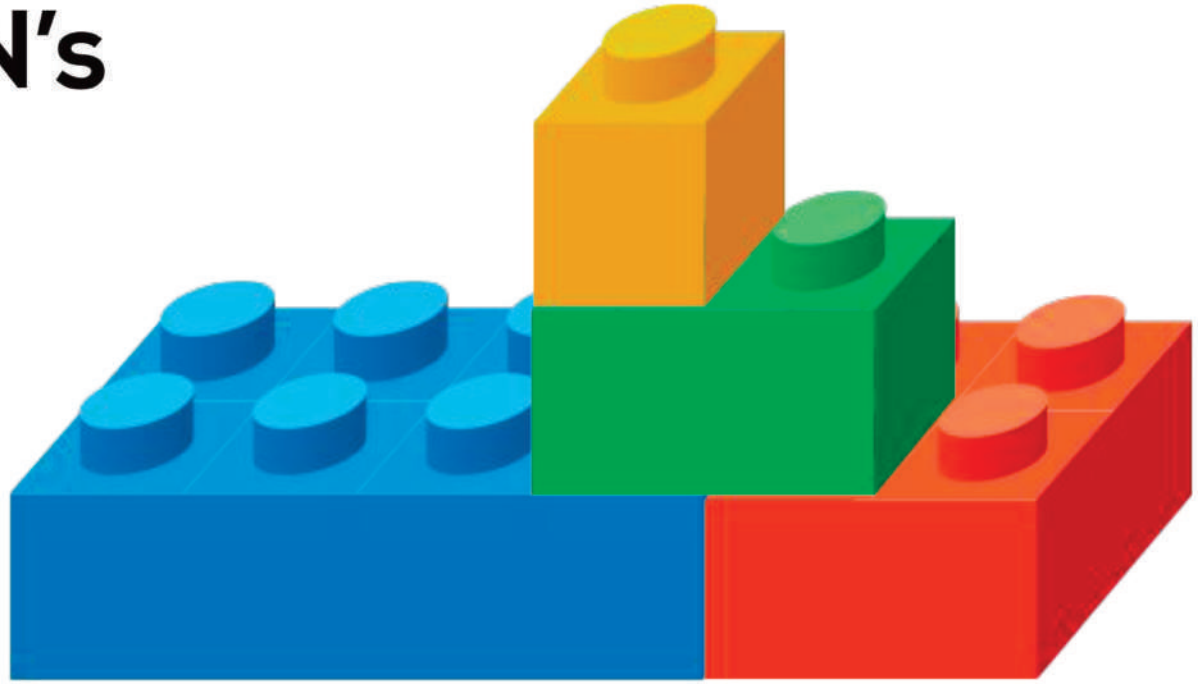

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# CREATIVITY

- is a bigger predictor of success in life than intelligence!
- increases the productivity of organisations
- improves the process of solving problems
- can be learned!

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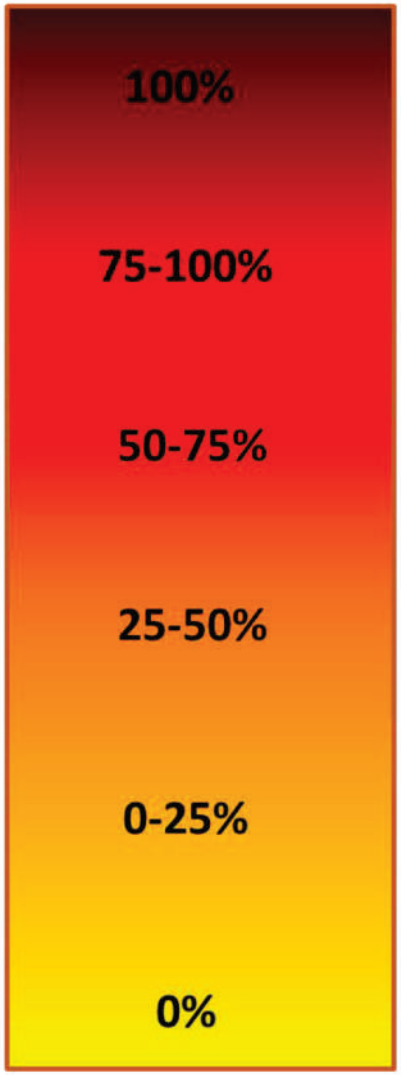
# Are you a creative person? Creativity thermometer




→ EXCELLENT

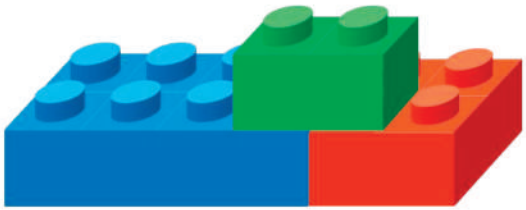
→ A LOT

→ ENOUGH

→ SOMETHING

→ LITTLE

→ NOTHING



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# What is “thinking different”?

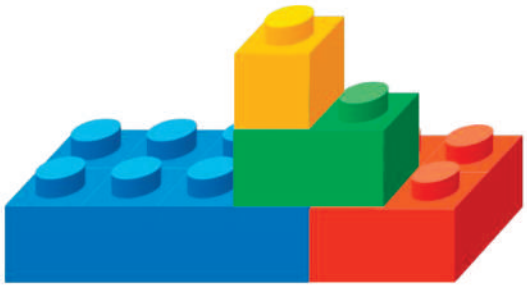
# What is “being creative”?

Creativity is a condition for life.
It is to use imagination to solve problems in a creative way that generate original ideas.

→ Contrary to what we might believe,
thinking creatively does not come automatically

→ We all have the ability and the tools to think creatively

→ We only need to know how our brain works and ...
change the pattern!



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# Let's identify and use our creative thinking…

**When we face a problem, our first reaction is not original.**

**We find it hard to be original**

**WE MUST GET RID OF OUR MINDSETS**

## How to look beyond?
## How to get out of immediateness?
## Many things happen around us, everyday. Are we aware of them?

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# To be creative implies:

**Daring to think differently. It is ok!**

**Go beyond the immediate, not to stay with the first idea or solution that comes to mind.**

**Daring to jump some rules. We can always come back to them later, but it will help us to take distance.**

**Look, observe, beyond where we usually do.**

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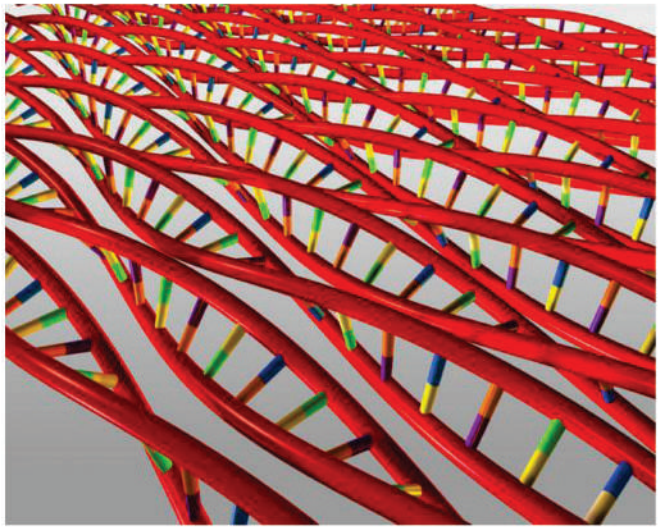
# 2. Creativity and innovation: The innovator's DNA

Creativity goes hand in hand with innovation. And there is no innovation without creativity



There are 5 skills that characterizes the DNA of innovators (Harvard Business Review).

By mastering these skills you can learn to think and act differently, and thus increase the prospects for development of innovative products and services.

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# (1)Observing and (2) questioning

Observing and questioning go together

Innovative people watch and later they ask for what they see.

It is a habit we can learn. "The gymnastics of the brain consist in asking questions to oneself" (Joaquín Lorente).

Questioning does not mean that we have the answer, but is the first step to start looking.

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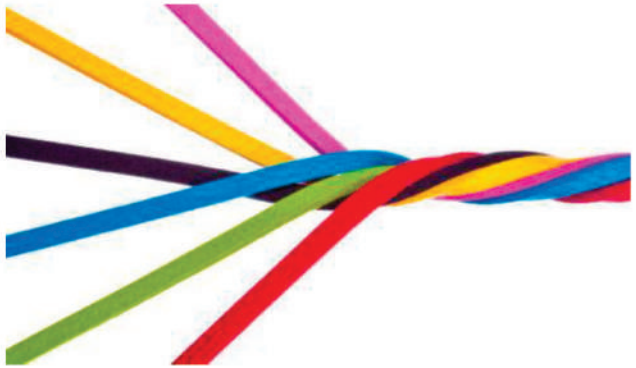
# (3) Associating

Most of the problems that we can find have already been solved by someone in another context.



Being able to associate concepts and others' experiences, to situations that exist in our immediate environment can give us unexpected solutions.

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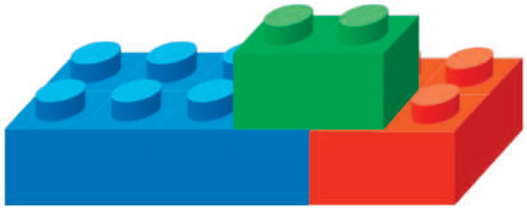

# (4) Experimenting

We only have data about the past, and that is not enough to innovate.

Experimentation in essence means: "I do not want to wait for existing data, I will generate it"

Experimenting also involves the ability to do, to test, to learn from mistakes and to correct them.


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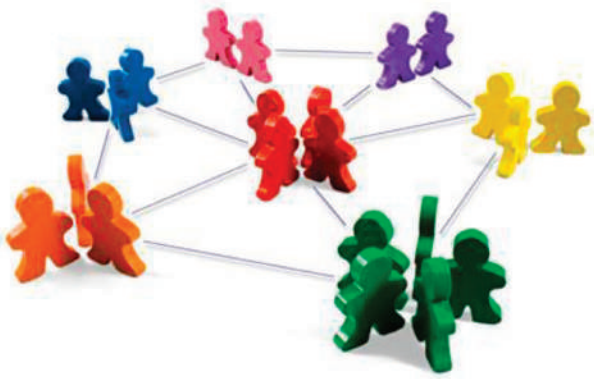
# (5) Interacting and collaborating

The ability to network and make connections is essential.

A diverse group of people with different backgrounds and experiences allows us to identify and develop innovative ideas.



To interact with others, exponentially increases the probability of obtaining useful information.

The "Mingle in order to making you be seen" (The Viking Manifesto).

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# To these we add… Learning from mistakes

## How do we face our own mistakes?

a) We look for someone or something external as a source of error.
b) We hide, we would not tell anyone.
c) We justify to ourselves: we forgive ourselves.
d) We say to ourselves how clumsy we are.
e) We start thinking  what we did to be wrong
f) We discuss the mistake with others to get their opinion.
g) We laugh about what happened or seek the positive side.
h) We try to find the causes of error so that does not happen again.

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# Learning from mistakes

## "Bad ideas" are bad depending on the perspective

Some examples of "**bad ideas**"

- Madame Curie had a "bad" idea that turned out to be the discovery of a new element (radio).
- Richard Drew had a "bad" idea that turned out to be the tape.
- Art Fry used a "bad" idea that eventually became the post-it.
- Blaise Pascal invented roulette while doing experiments of perpetual motion.
- Goodyear accidentally discovered vulcanized rubber.
- Kepler spent 9 years and 9,000 pages filled with calculations trying to solve the orbit of Mars before coming to the conclusion that the paths of the planets are not circular but elliptical.
- Coca Cola and Pepsi Cola were creative accidents.

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# 3. Curiosity for being more creative: Self-evaluation

- When was the last time you went to see a non-commercial movie?
- What was the last "exotic or different" dish you tried?
- How much music of unknown performers have you heard lately?
- What do you know of the latest trends in clothing, art, entertainment or literature?
- What do you know of everyday life in other cities in the world?
- Do you know someone whose way of life is radically opposed to yours?

**Be curious about the world in which you live, with the wide eyes of a child.**

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