

Creativity & Innovation

People who are creative are good at coming up with new ideas, or new ways to do things. Creative and innovative people will be highly sought after in the competitive future workplace, as new challenges will require creative solutions.

Sub-Skills:

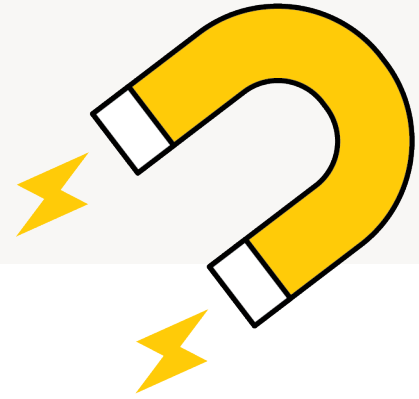
- Have original ideas
- Can develop ideas towards innovation
- Can identify the value in ideas

Test your creative capability:

A commonly used assessment for testing creative potential is the Remote Associates Test. The test consists of 30-40 sets of three common words that appear to be unrelated. The person being tested must think of a fourth word that is somehow related to each of the first three words. See the sample below, and, try a few for yourself (answers can be found at the bottom of page two).

rocking	wheel	high	chair
dream	break	light	_____
print	berry	bird	_____
hound	pressure	shot	_____
food	forward	break	_____
light	birthday	stick	_____
eight	skate	stick	_____
carpet	alert	ink	_____





Development Actions

1 Choose a movie you wouldn't normally watch. Snack on some popcorn and turn it up loud to get the full sensory experience if you're watching at home. Different experiences from our "usual" can help creativity to spark.

2 Head outside to "get outside" the box! Spending time outdoors can help us to switch off technology and switch on our creative thinking brain. As you spend this time, take a few minutes to think what can I see? Hear? Smell? Feel? Tap into your senses and get your brain firing on all cylinders.

Heading outside also helps your brain to become flooded with endorphins which are great for creative thinking!

3 Awesome entrepreneurs and creatives like to take risks to expand their thinking. Identify something that is a risk or entirely new to you and go ahead and do it! Is it a dance class? Learning a new skill? Trying a new food experience? Some work experience in a field you have interest in?

Come up with a plan and dive in!

4 Start an ideas journal and commit to an hour a week of dedicated innovative thinking. You can sketch, write, plan, and use this how you wish, with the key goal being to jot down ideas that come to mind and then expand on them with brainstorming.

For example, if you could write a blog about anything, what would it be about? How would you create it? How about a product you would love to design? A business to start up?

Many innovators also practice thinking about a current product, service or business they are aware of and consider how they would improve on it. It's how Steve Jobs took a regular cellphone and created the iPhone!

