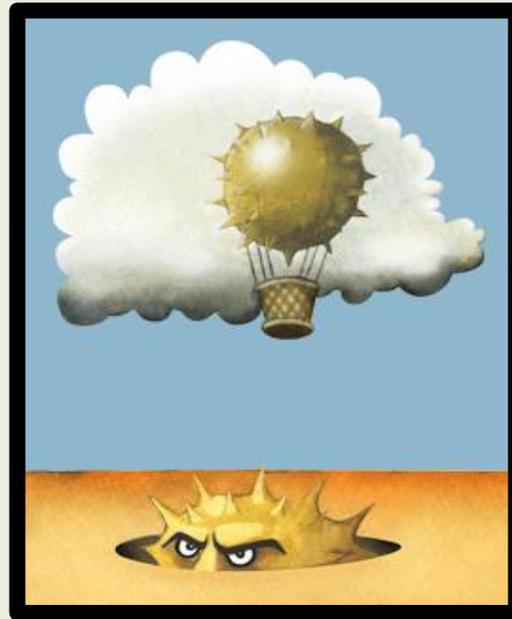


CREATIVE THINKING



LEADERSHIP SKILLS

WHAT

- Secrets of Leadership
- The concept of creative thinking
- The importance of using creative thinking in business
- Clevercherry Creative Space and Inspiration
- Exercise your creative mind
- Traditional Leadership Vs Creative Leadership

8 SECRETS OF LEADERSHIP

- **Mentor** • Helicopter View , Inspiring, Learning, Values
- **Imagination** • Vision, Visualisation, Commitment, Boldness
- **Networking** • Add value, Memory, social intelligence
- **Daydream** • Meditate, mental cushion, creativity, eureka
- **Multitasking** • Specifics, big picture, Prioritisation, Focus, organised thinking
- **Associate** • Link, Connections, new ideas, thought
- **Persistence** • Prime quality, sustained success, natural, Child-like
- **Success** • MINDMAP, lead, plan and present Ref: T. Burzan

CREATIVE THINKING IS...

- Thinking outside the box (lateral thinking)
- The process of new ideas or approaches
- Using fresh eyes (Blue sky thinking)
- Making questions
- Improvisation
- Having an elaborative mindset

If you have an imaginative capability to envision future possibilities, alternatives and scenarios - that's going to help you overcome problems and succeed. Businesses need possibility thinkers.

CONVERGENT THINKING

Conformed Thinking

Facts

DIVERGENT THINKING

Creative Thinking

Ideas

IMPROVISATION

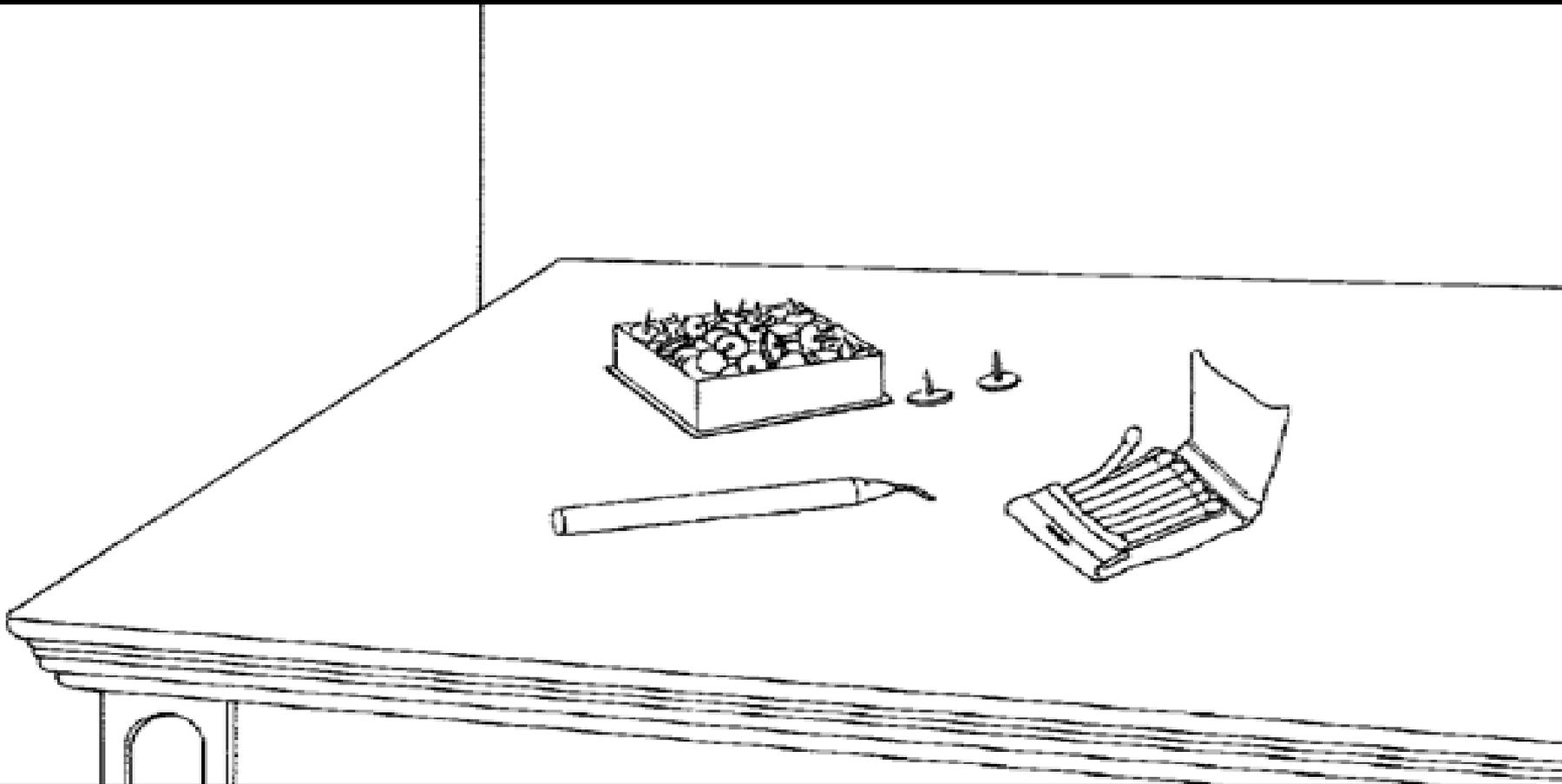
- Improvise solutions to problems we've never encountered before
- Co-creation
- Building on others' ideas
- Balancing the needs of individuals and the ensemble
- Working without a script

MEASURING CREATIVITY

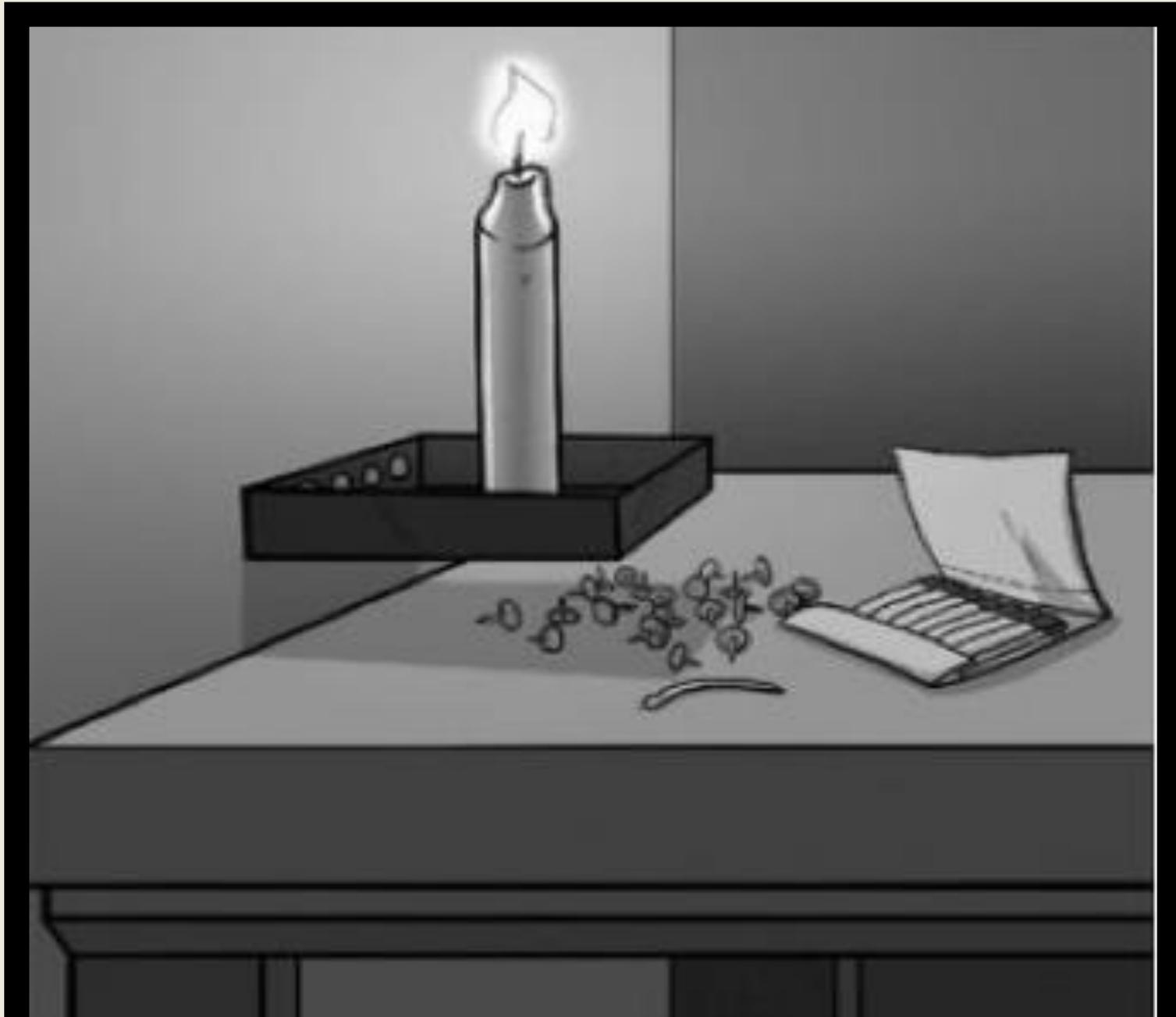
Divergent thinking can be measured across four sub-categories:

- **Fluency** - how many uses you can come up with
- **Originality** – how uncommon those uses are
- **Flexibility** – how many areas your answers cover
- **Elaboration** – level of detail in responses

LATERAL THINKING: THE CANDLE PROBLEM



Task is to affix the lit candle to the wall so that it will not drip wax onto the table below. The test challenges functional fixedness, a cognitive bias that makes it difficult to use familiar objects in abnormal ways.



DO WE USE CREATIVE THINKING TO THE BEST OF OUR ABILITY?

Absurd Ideas

Criticism of an idea can kill creativity. A creative leader builds on absurd ideas instead of saying “that won’t work”, “we don’t have the budget”, “that’s a ridiculous idea”, “it’s too risky”.

LITTLE IDEAS

“It’s not that we don’t believe in ourselves - it’s more that we don’t believe in the validity of these little ideas”

- Keep track of your feelings when you’re exhausted from research, how do you emotionally feel when you get a new idea
- Capture your little ideas - we don’t know how valid these ideas are but what is important is to keep them and share them
- Value your ideas and be fearless to bring them into the world
- Remember that new and brilliant ideas are slowly built up over time

HOW ABOUT YOUR CREATIVITY?

- How often do you criticise an idea?
- Do you engage in flexible thinking?
- How often do you have a eureka moment?
- How well do you balance conformity and creativity in your own life?

Learn how to suspend your judgment. Don't jump to conclusions too quickly. How often do you criticise an idea? If you judge fast you may limit your ability to see new possibilities. Go for quantity. Creative people generate many ideas. Shakespeare wrote 37 plays. David Bowie has 28 studio albums and 48 music videos!

CONFORMITY VS CREATIVITY

- Conformity allows collaboration
- Conformity aids learning by observing others
- It allows shared cultures and values and norms
- If all we ever did was conform then we wouldn't have growth or try anything new.
- As conditions change we have to try new things
- Conformity may be necessary, it also requires creativity

WHAT IS THE SPACE OF CREATIVITY?

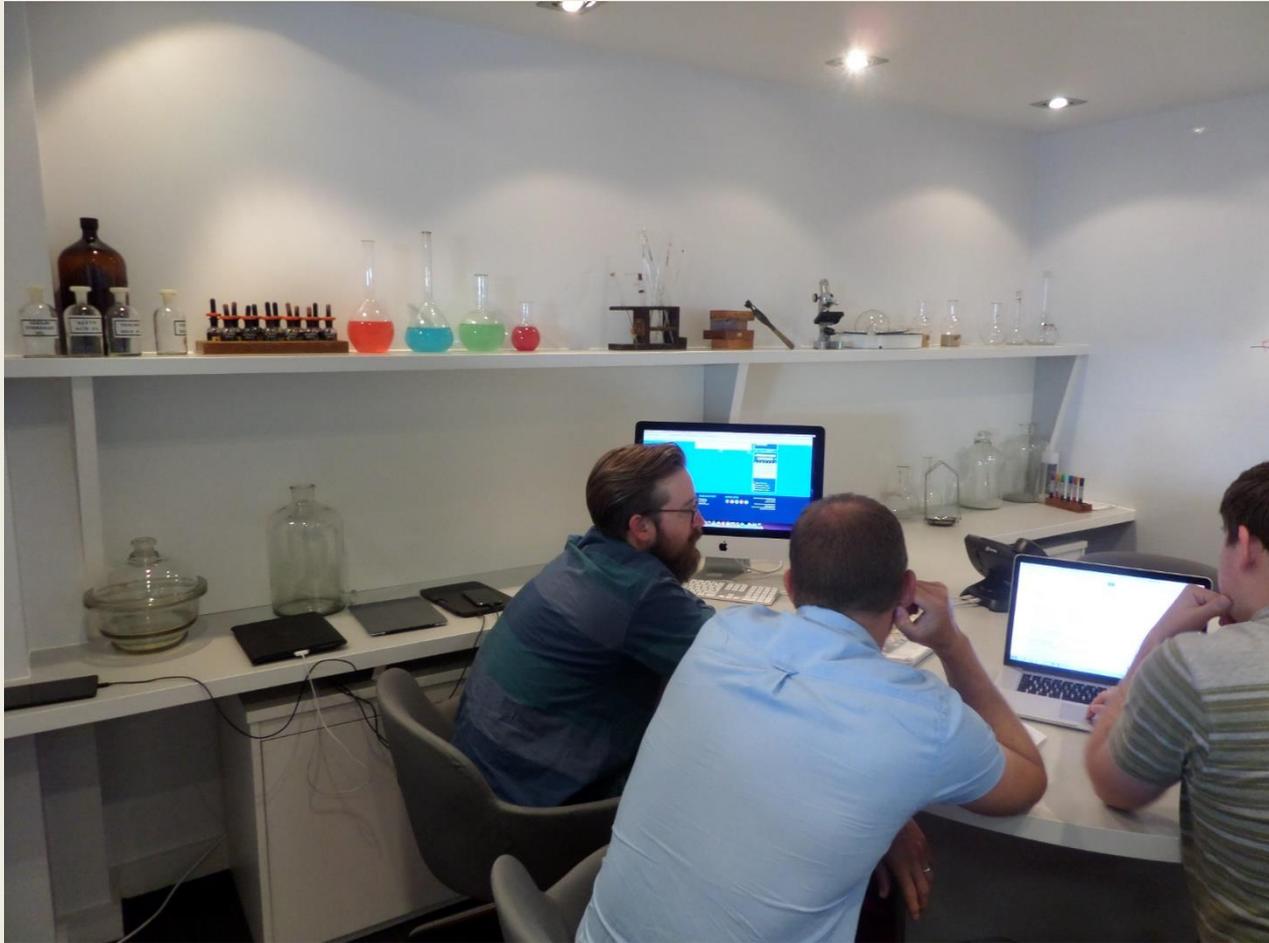
- Supportive and developmental working environments
- Clear and open communication channels
- An atmosphere where failure and risk are accepted

An idea is a network of neurons firing in your brain. The network patterns of the external world that we know mimic the network environments in the human brain. The following slides show a creative environment visualised and made real by CEO Ian Allen (clevercherry / Succeed)











A CREATIVE LEADER...clevercherry

- Solves complex problems
- Acts with passion and purpose
- Applies an explorative mind-set
- Envisions a better future
- Drives breakthrough change
- Knows the strengths and limits
- Has the conviction or fascination to go to the edge.
- Empowers others to create
- Teases out creative conflict
- Grows and harvests creative networks
- Engages with the outside world for co-creation

TRADITIONAL

VS

CREATIVE

- Orchestra Model
- One-way
- Concerned with being right
- Follows the manual
- Loves to avoid mistakes
- Reliability
- Community in harmony
- Wants to be right
- Open to limited feedback
- sustaining order
- Closed system

- Jazz ensemble
 - Interactive
- Concerned with being real
- **Improvise** when appropriate
- Loves to learn from mistakes
 - Validity
- Community in **conversation**
 - Hopes to be right
- **Open** to unlimited critique
 - Taking **risks**
 - Open systems

THANK YOU FOR LISTENING AND INTERACTING

