

# TEACHING CREATIVE THINKING

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## ADDITIONAL MATERIALS



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# CREATIVE THINKING SPECIFICS

## TOPIC 3



# Testing your creativity

*What is the common denominator?*

1. surprise, line, birthday
2. base, snow, dance
3. rat, blue, cottage
4. nap, rig, call
5. golf, foot, country
6. house, weary, ape
7. tiger, plate, news
8. painting, bowl, nail
9. proof, sea, priest
10. maple, beet, loaf
11. oak, show, plan
12. light, village, golf
13. merry, out, up
14. cheese, courage, oven
15. red, star, house

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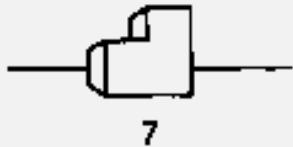
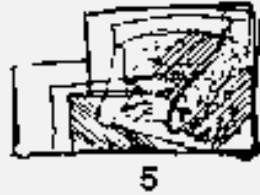
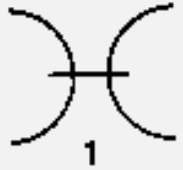
# Testing your creativity

1. surprise, line, birthday
2. base, snow, dance
3. rat, blue, cottage
4. nap, rig, call
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1. party
2. ball
3. cheese
4. cat
5. club
6. dog
7. paper
8. finger
9. high
10. sugar
11. floor
12. green
13. make
14. Dutch
15. light

# Testing your creativity

*What picture do you like / dislike?*



Creative individuals prefer drawings 2, 3, 5, 8 and dislike drawings 1, 4, 6, 7.

# Testing your creativity

*Words that  
describe your  
personality:*

determined

responsible

tolerant

independent

inventive

enthusiastic

clear-thinking

understanding

individualistic

industrious

dependable

absent-minded

logical

versatile

life-of-party

dynamic

polite

informal

impulsive

excitable

popular

cheerful

obedient

self-demanding

unassuming

worrying

polished

fashionable

stern

sociable

sensitive

restless

reflective

rational

preoccupied

practical

peaceable

organized

moody

masculine

loyal

good-natured



# Testing your creativity

*Words that  
describe your  
personality:*

## CREATIVE:

determined, independent, inventive,  
enthusiastic, individualistic, industrious,  
absentminded, versatile, daring, dynamic,  
informal, impulsive, excitable, self-  
demanding,  
unassuming, worrying, thorough,  
sensitive,  
restless, reflective, preoccupied, moody.

## LESS CREATIVE

sincere, responsible, tolerant, clear thinking,  
understanding, dependable, logical, life-of-  
the-party,  
polite, popular, cheerful, obedient, polished,  
fashionable, stern, sociable, rational,  
practical,  
peaceable, organized, masculine, loyal,  
good-natured.

# Testing your creativity

*Which choice  
would you make:*

1. Would you rather be considered:  
a - a practical person?  
b - an ingenious person?
2. If you were a teacher, would you rather teach:  
a - fact courses?  
b - courses involving theory?
3. Does following a schedule:  
a - appeal to you?  
b - cramp you?
4. When there is a special job to be done, do you like to:  
a - organize it carefully before you start?  
b - find out what is necessary as you go along?
5. Do you often get behind in your work?  
a - yes.  
b - no.



# Testing your creativity

*Which choice  
would you make:*

6. Do you prefer specific instructions to those that leave many details optional?

a - yes.

b - no.

7. Do hunches come to you just before going to sleep?

a -.yes.

b - no.

8. Do you often fret about daily chores?

a - yes.

b - no.

9. Do you like to introduce the speaker at a meeting?

a - yes.

b - no.

# Testing your creativity

*Which choice  
would you make:*

10. Do you get your best ideas when you are relaxed?

a - yes.

b - no.

11. Do you sometimes feel anxious about the success of your efforts?

a - yes.

b - no.

12. Do you like work in which you must influence others?

a - yes.

b - no.

13. Are you fundamentally contented?

a - yes.

b - no.

14. Do you like work that has regular hours?

a - yes.

b - no.

15. Do you spend many evenings with friends?

a - yes.

b - no.

# Testing your creativity

*Which choice  
would you make:*

16. As a child, were you inclined to take life seriously?  
a - yes.  
b - no.
17. Do you frequently daydream?  
a - yes.  
b - no.
18. Do you remember the names of people you meet?  
a - yes.  
b - no.
9. Do you like to keep regular hours and run your life according to established routine?  
a - yes.  
b - no.
20. Is it hard for you to sympathize with a person who is always doubting and unsure about things?  
a - yes.  
b - no.

CREATIVE:

1b, 2b, 3b, 4b, 5a, 6b, 7a, 8a, 9b, 10a, 11a, 12b, 13b, 14b, 15b, 16a, 17a, 18b, 19b, 20b.

## Top leadership qualities

CEOs cited creativity as the most important leadership quality over the next five years.

**Creativity**



60%

**Integrity**



52%

**Global thinking**



35%

Influence



30%

Openness



28%

Dedication



26%

Focus on sustainability



26%

Humility

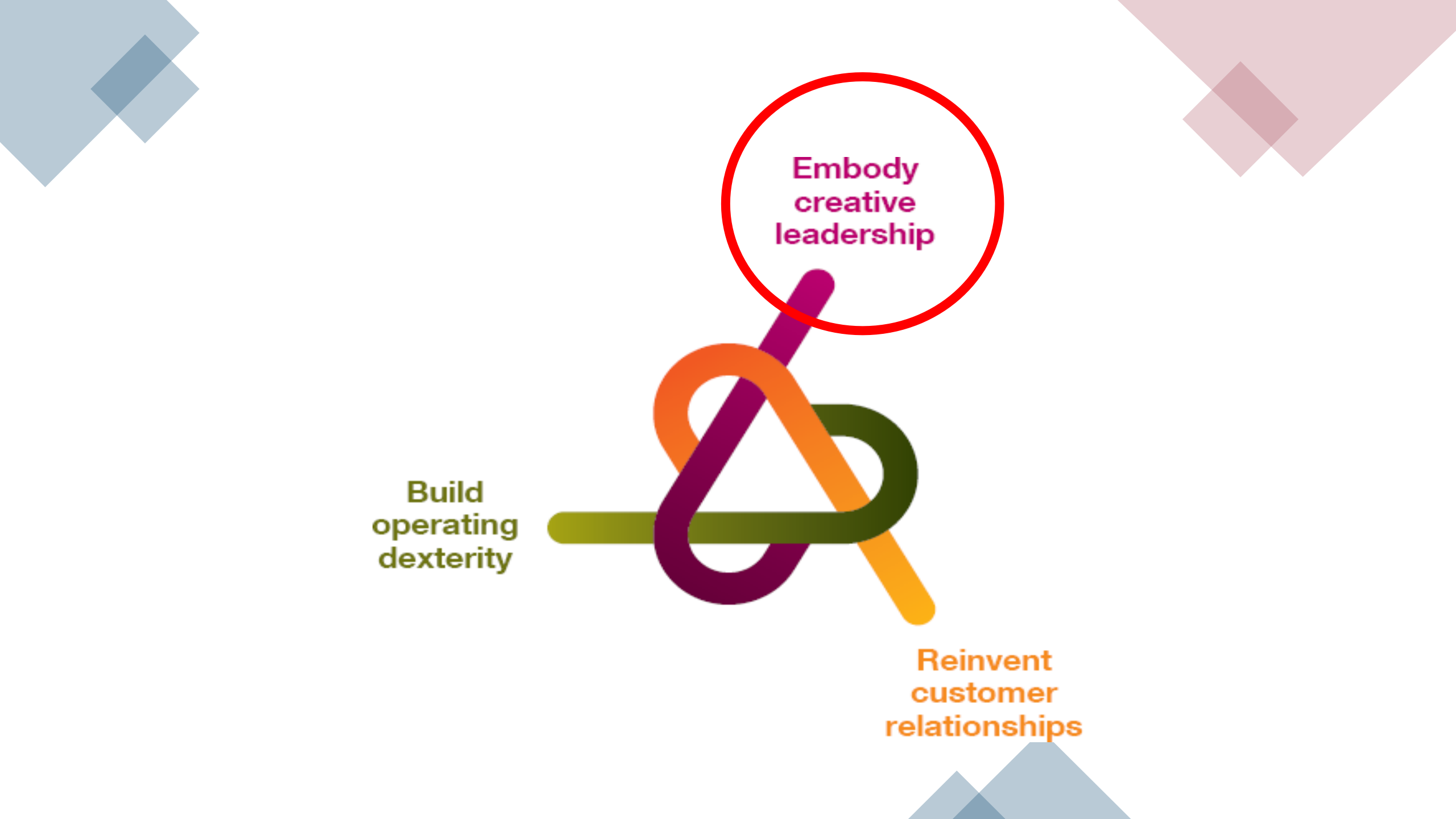


12%

Fairness



12%

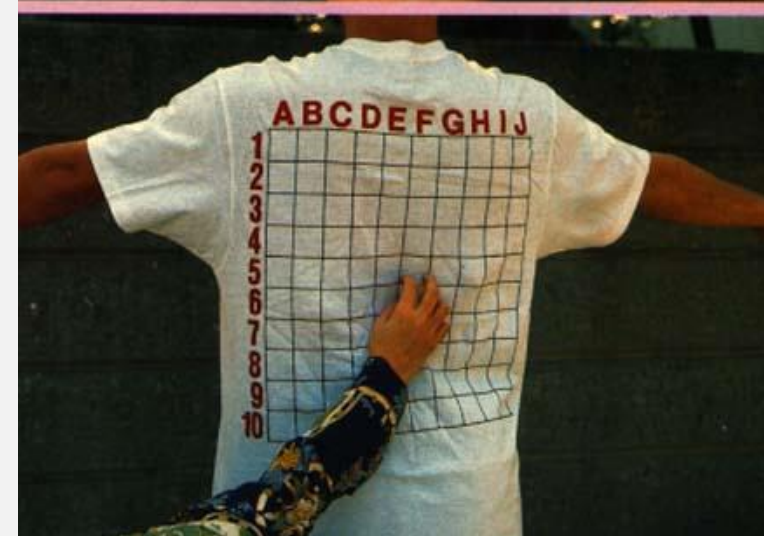
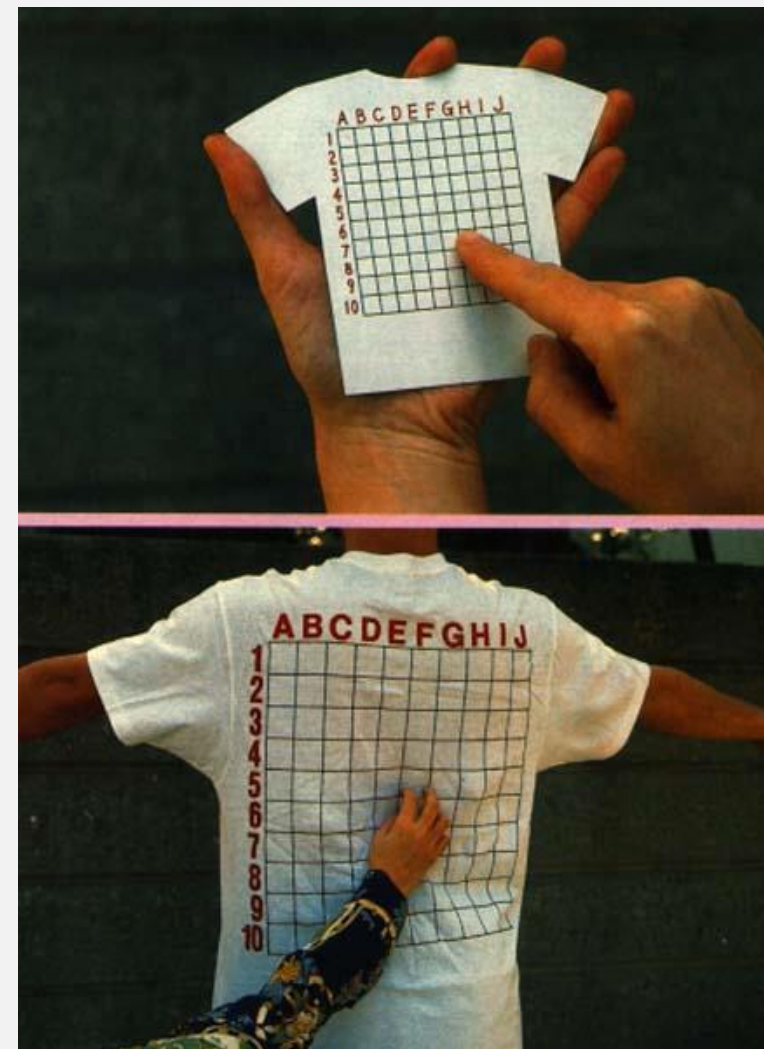


Embody  
creative  
leadership

Build  
operating  
dexterity

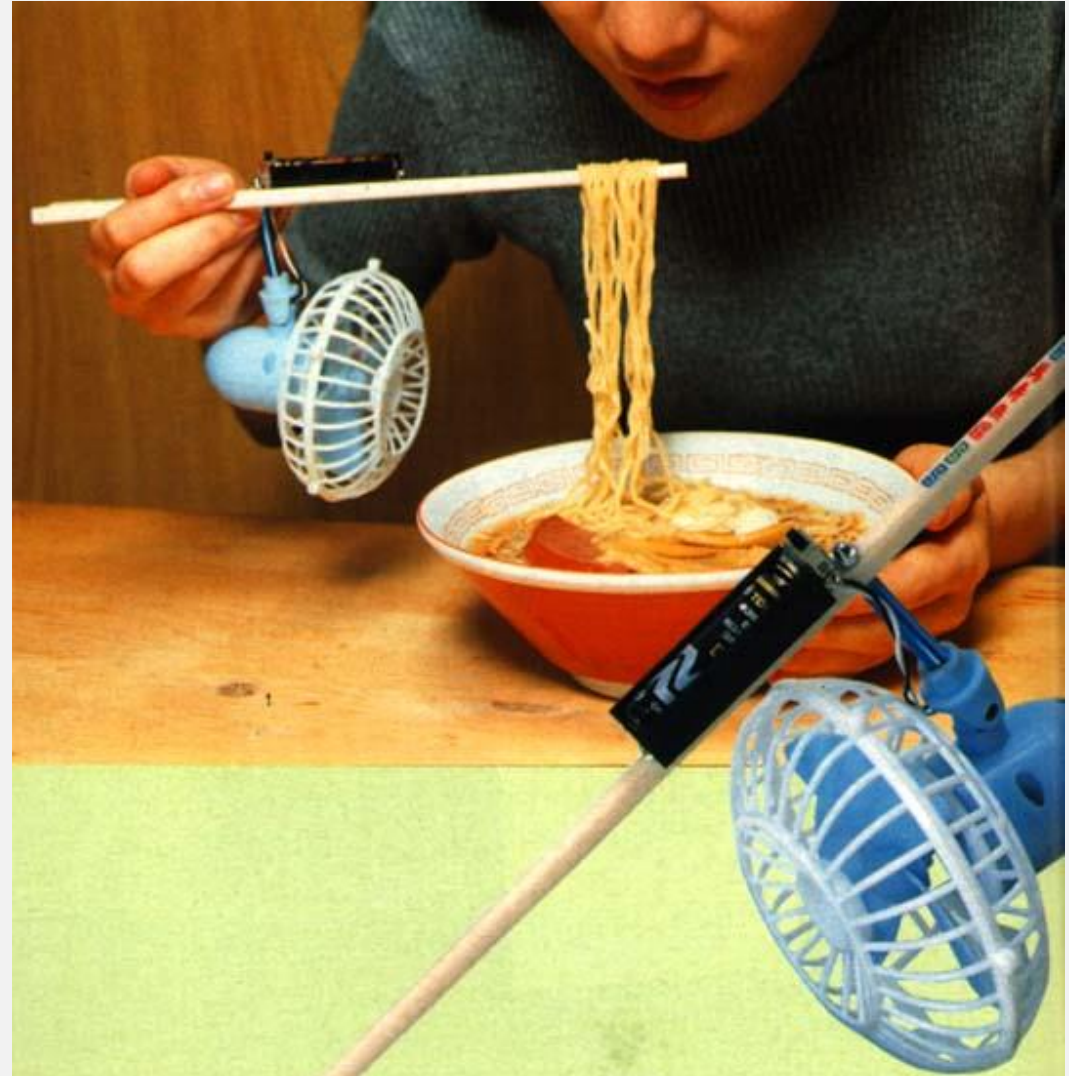
Reinvent  
customer  
relationships

# Chindogu





# Chindogu





# Chindogu



Portable Zebra Crossing  
\* The pedestrian's best friend



# Chindogu

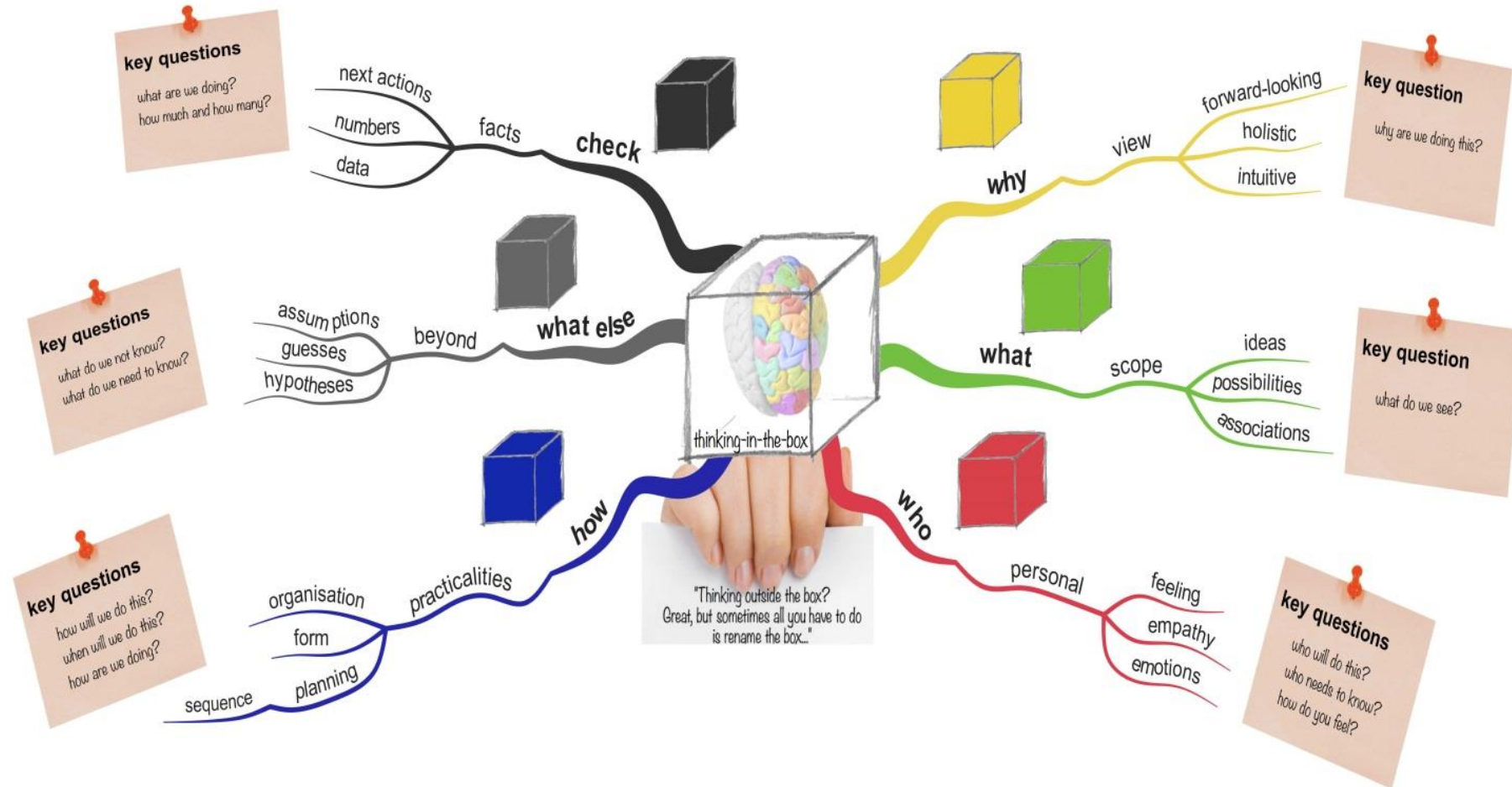
## Ten tenets of Chindogu

1. A Chindogu cannot be for real use
2. A Chindogu must exist
3. Inherent in every Chindogu is the spirit of anarchy
4. Chindogu are tools for everyday life
5. Chindogu are not for sale
6. Humour must not be the sole reason for creating a Chindogu
7. Chindogu is not propaganda
8. Chindogu are never taboo
9. Chindogu can never be patented
10. Chindogu are without prejudice

# CREATIVE TECHNIQUES IN GROUP PROCESSES

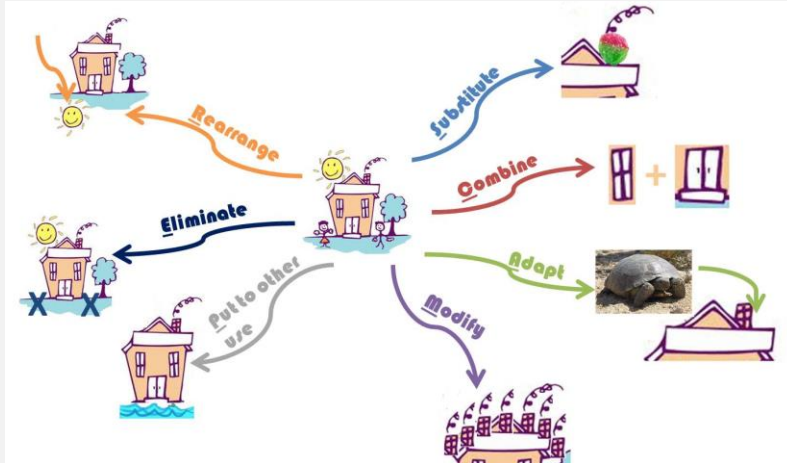
FACILITATE, DISCUSS, BRAINSTORM,  
GENERATE AND EVALUATE IDEAS, CREATE  
AND DESIGN

# Creative exercise (s)



# Outline

- Random word technique
- Scamper





# Random Word list 1

List A	List B
Airport	Car race
Album	Chess-board
Backpack	Flower
Baby	Fruit
Barbecue	Game
Bed	Horse
Box	Map
Bridge	Necklace
Capuchino	Plane
Chair	Rainbow
Compass	Restaurant
Diamond	Shop
Drink	Spotlight

# Random Word List 1



Take the first word from List A and the first word from List B – what kind of idea can you come up with when thinking about a new/ innovative product?



Repeat the same with the second from List A and the second from List B, etc. until new ideas emerge



## Random Word list 2

List A	List B
Airport	Spotlight
Album	Car race
Backpack	Chess-board
Baby	Flower
Barbecue	Fruit
Bed	Game
Box	Horse
Bridge	Map
Capuchino	Necklace
Chair	Plane
Compass	Rainbow
Diamond	Restaurant
Drink	Shop

## Random Word List 2

The lists have moved as you can notice, which are the ideas now?



You can move list A and list B both upwards and downwards and then the word-combinations start differing – your creativity is thus being further on challenged



Let us try

## Scamper as product/service/process innovation

<http://www.youtube.com/watch?v=YvNOsogS6Mg>

S – substitute

C – combine

A – adapt

M – maximize/minimize

P – put to other use

E – eliminate

R – rearrange/ reverse

## Scamper as product/service/process innovation

- S – substitute
- C – combine
- A – adapt
- M – maximize/minimize
- P – put to other use
- E – eliminate
- R – rearrange/ reverse

- Journey
- Boat
- Football
- Ticket

# References

- ❖ Chindogu <https://www.tofugu.com/japan/chindogu-japanese-inventions/>
- ❖ Creative exercises [https://www.mindtools.com/pages/article/newCT\\_02.htm](https://www.mindtools.com/pages/article/newCT_02.htm) and <https://www.skillsconverged.com/FreeTrainingMaterials/tabid/258/articleType/ArticleView/articleId/982/Creativity-Exercise-Introducing-Random-Associations.aspx>

thank  
you