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**SKILL – CREATIVITY
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SKILL – CREATIVITY



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1.Aim- The aim of this topic is to support people in HR but also from a wide range of companies and institutions to be aware of the major importance that creativity has both personally and professionally.

2.Objectives

- To understand the concept of creativity , as a pattern of thinking
- How do we test for creativity
- How to be more creative

3. Content - the most important points/chapters of this topic

- Creativity is a pattern of thinking
- Are children more creative than adults?
- How do we test for creativity?
- Why should you care about creativity?
- How to be more creative - If you're trying to strengthen your creativity muscle...

Creativity is a pattern of thinking



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So we know that creativity is an ability that allows people to develop new ideas, but that still feels a bit vague and intangible (kind of like saying swimming is the ability to not drown in water—technically true, but not particularly useful if you’re going for a deeper understanding, or ya know, wanting to not drown). Put on your floaties and let’s dive into the deep end.

All skills originate in our brains: whether it’s physical (learning to do the breaststroke) or mental (learning to solve an algebraic equation), it’s all about neurons in the right part of your brain firing over and over again until what you’re doing becomes ingrained.

Creativity is the skill to transcend traditional ways of thinking and come up with new ideas. But where do these new ideas come from?





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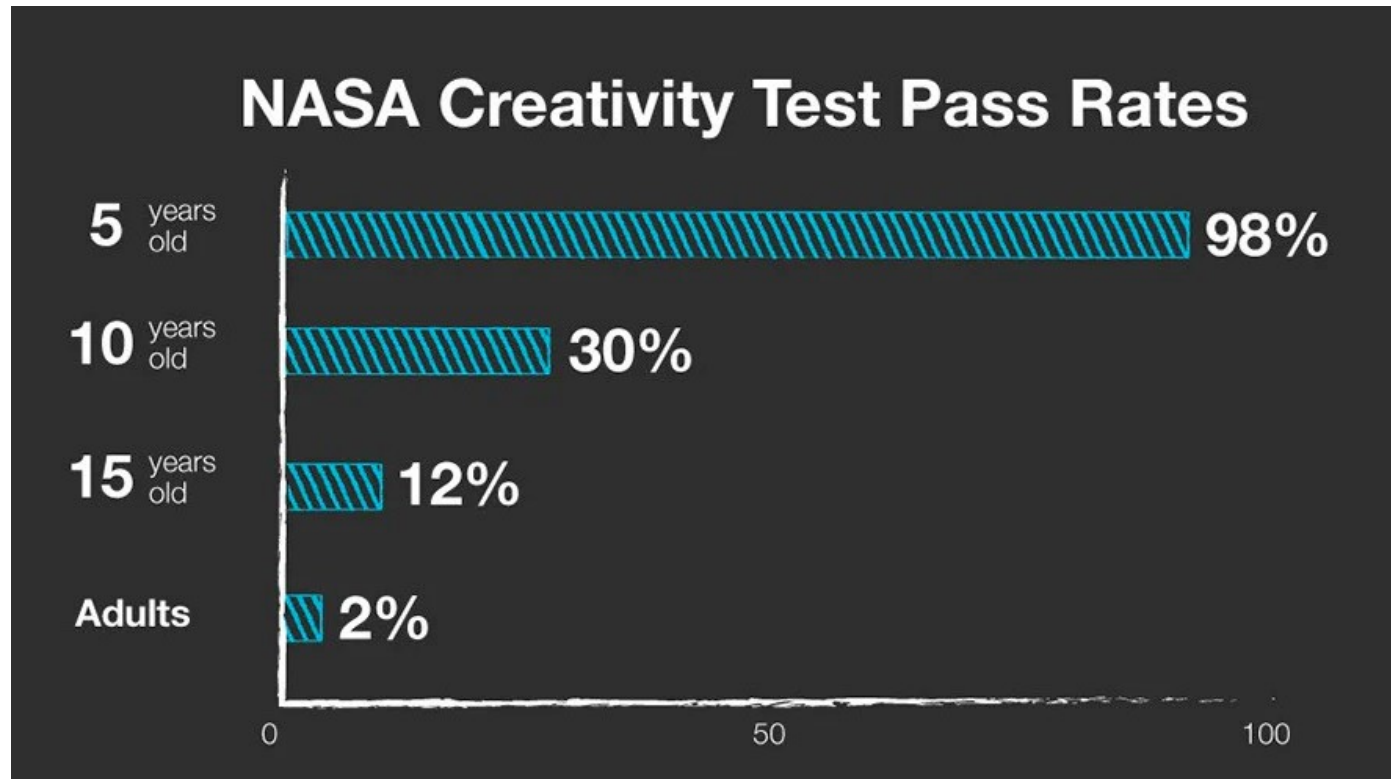
Are children more creative than adults?

If you do a Google search on creativity, you'll pretty quickly run into an article that mentions a study run by Professor George Land that seems to show that children become less creative over time.



Are children more creative than adults?

The gist: Land worked with NASA to develop a creativity test that would help them select innovative engineers and scientists for the space program. In 1968, he and colleague Beth Jarman gave the same test to 1,600 children and found that—shock—98% of five-year-olds were apparently creative geniuses. And we all just got less and less creative as we aged, until only a measly 2% of us adults qualify as creative geniuses.





How do we test for creativity?

The original creativity tests developed in the 1960s are tests of divergent thinking. A couple examples of these include alternative uses (how many different ways can you think of to use a paperclip; the number and originality of your ideas impact your score) and incomplete figure tests where you're given a line on a paper and asked to finish the drawing (uncommon subject matter, implied stories, humor and originality earn high marks).

Other researchers have tried to measure creativity through self-reported creativity questionnaires and social-personality approaches (where they look at a mix of other personality traits and try to find a "formula" for a creative person). Both of these methods have some inherent biases.

So while divergent thinking tests have been criticized, they are currently the most accepted measure of creativity. (Though I'm very curious to see where the neuroscience takes us.)



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Why should you care about creativity?

I hope I'm not being too presumptuous when I say everyone wants to develop new skills or grow their abilities. (Who wouldn't want to be a faster runner or a better poker player?) But we all have limited hours in the day, so you can't practice to get better at everything. Why is creativity one of those skills you should spend time developing?

Well, if you care about your career, it's probably worth the investment. Both individuals and businesses value and hold those with creative qualities in high regard. According to a [survey by Adobe](#), people that identify as creative earn 17% more money than those who don't. Similarly, in a survey of 1,500 CEOs, [IBM found](#) that creativity is the number one trait needed for business success.

And yes, the data from these surveys is based on opinion or self-reported creativity levels, but even if the scientists might squawk, it's probably worth paying attention to.

Basically, your boss and your boss' boss both think creativity is important. And that makes sense as the definition of a creative person is literally someone who comes up with good ideas and can bring them to fruition. In today's world, that is exactly the fuel that drives business success. So if you want to get ahead, start churning out those ideas like a barrel of monkeys. (Am I doing it right?)

How to be more creative

If you're trying to strengthen your creativity muscle...



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1. Try something outside of your creativity comfort zone

If you're already involved in creative pursuits but want to build your creativity muscle, step outside of your creativity comfort zone and try something completely new.

If you're a designer, try writing a poem. If you're a writer, try practicing a new instrument. The point is, there are a lot of different ways to be creative—and when you try something new, it can help your brain create new connections (hello again, salience network!) and inspire a new kind of creativity. Then, that new kind of creativity can help you be more creative in other areas of your life (so writing a poem can help inspire new ideas in your designs, or playing an instrument can help you become a better writer).

Switching tasks has been shown to increase creativity—and when you're switching between inherently creative tasks, it's an even greater benefit.



How to be more creative

If you're trying to strengthen your creativity muscle...



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2. Become an idea machine

When it comes to creativity, there are few people more well-versed on the topic than James Altucher. Altucher is a best-selling author, investor, podcast host and creativity powerhouse. And according to Altucher, the reason he's been able to find such a diverse set of creative successes? His dedication to being an "idea machine."

Every morning, without fail, Altucher sits down and writes down 10 to 20 new ideas. They don't have to be good. They don't have to lead to any big business idea. The only criteria is that they be new and interesting.

Forcing yourself to write down new and interesting ideas on a daily basis engages all three of your creativity networks—the imagination network (since you're thinking of completely new concepts), the executive attention network (since you need focus and attention to develop new ideas), and the salience network (since you're looking for new connections between concepts you already know). This will help you develop new, creative ways of thinking—and see new connections you weren't able to see before.

Carve out time every morning to work on your new ideas—and, most importantly, don't worry about whether your ideas are good or not. The simple practice of sitting down and thinking creatively every day will flex that creativity muscle and help you become a creative idea machine.

Practice to be more creative

Creativity isn't something that's reserved for geniuses. It's available to everyone, no matter who you are or where you're at in your life—all you have to do is practice.



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So what are you waiting for? Get out there and start developing your creative strengths—we can't wait to see what new and amazing things you come up with!

Thank you





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