

Definition: Creativity is the creation of something new and valuable, either intangible (ideas, theories, compositions) or tangible (inventions, works of art).

Creativity vs. Innovation: Creativity generates new ideas, while innovation applies these ideas in practical contexts. Creativity is the starting point for innovation but doesn't guarantee it.

### Characteristics of creativity:

- Connecting remote ideas and perspectives.
- Curiosity, flexibility, and tolerance for ambiguity.
- Generating multiple solutions and unusual uses for familiar objects.

### Blocks to Creativity:

- Fear of mistakes, criticism, or being an outsider.
- Traditions, taboos, or incompatible objectives.
- Dominance of left-brain (analytical thinking) over right-brain (creative thinking).

### Characteristics of a Creative Thinker:

- Belief in creativity leads to success.
- Positive attitude towards learning and knowledge.
- Openness to change and willingness to experiment.

### Four Characteristics of Creative Thinking:

1. Originality: Unique responses to problems (e.g., designing futuristic objects).

2. Elaboration: Ability to add details and clarify ideas (e.g., customizing phone covers with colors).
3. Fluency: Ability to generate many ideas (e.g., a fashion designer producing multiple concepts).
4. Flexibility: Shifting mental approaches to solve problems (e.g., working under pressure).

## Creative Thinking Techniques:

1. 1. Brainstorming: Group method to generate ideas by broadening the solution space.
  - Free-thinking environment.
  - Appoint a chairperson and record all ideas.
2. Bridge-Process Flow Analogy: Use traffic flow concepts to solve process bottlenecks.
3. Six Thinking Hats (Edward de Bono):
  - Blue Hat: Planning and organizing.
  - White Hat: Factual thinking.
  - Red Hat: Emotions and intuition.
  - Black Hat: Caution and risk assessment.
  - Yellow Hat: Positive and constructive thinking.
  - Green Hat: Creative thinking and new ideas.
4. Business Process Reengineering (BPR): Redesigning workflows to achieve business goals.

## Validation Checklist:

- Ensure objectives are met and problems are solved.
- Check for new problems introduced and adaptability to future changes.

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