

Chapter 5: Creative Thinking

1 Some thoughts on *creativity*:

"It isn't the incompetent who destroy an organization. It is those people who have previously achieved something and now want to rest upon their achievements that are forever clogging things up."— F. M. Young

"To be creative you have to contribute something different from what you've done before. Your results need not be original to the world; few results truly meet that criterion. In fact, most results are built on the work of others."— Lynne C. Levesque

"There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns."— Edward de Bono

"Creativity is not the finding of a new thing, but the making of something different out of it."— James Russell Lowell (1819-1891)

"The things we fear most in organizations—fluctuations, disturbances, imbalances—in other words, the primary sources of creativity."— Margaret J. Wheatley

"The way to get good ideas is to get lots of ideas and throw the bad ones away."— Linus Pauling

"Creative thinking is not a talent, it is a skill that can be learnt. Creativity empowers people by adding strength to their natural abilities which improves teamwork, productivity and sometimes even profits."— Edward de Bono

"Others have seen what is and asked why. I have seen what could be and asked why not. "
— Pablo Picasso

"To raise new questions, new possibilities, to regard old problems from a new angle, requires creative imagination and marks real advance in science."— Albert Einstein

"If you do not expect the unexpected, you will not find it"— Heraclitus

Activity 1:

Use the above-mentioned thoughts on creative thinking to formulate your own definition of creativity. Share your definition with the class and add to your definition as your classmates present their definitions.

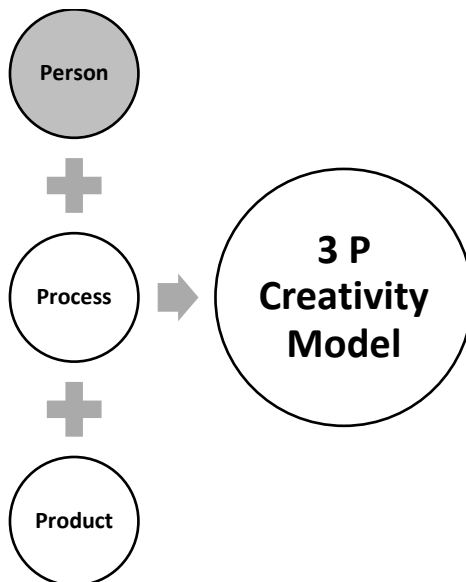
2 The 3 P model of Creativity

The 3 P model of Creativity was first introduced in 1995 by Gouger. It is an easy and simplistic way of explaining creativity from an entrepreneurial point of view and is important to us in the Business Studies class, because creativity is one of the essential characteristics of a successful entrepreneur!

The 3 P creativity model consists of three key elements:

- Person
- Process
- Product

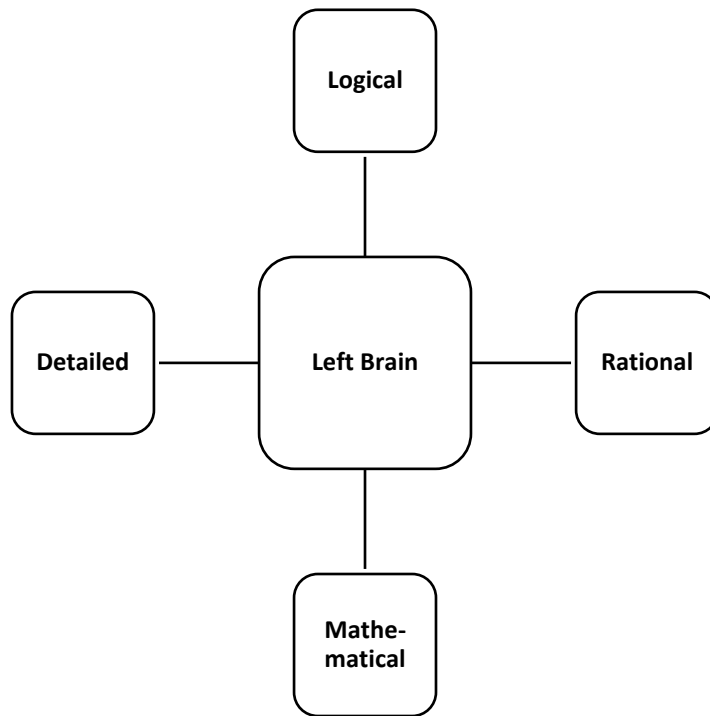
2.1 Person:



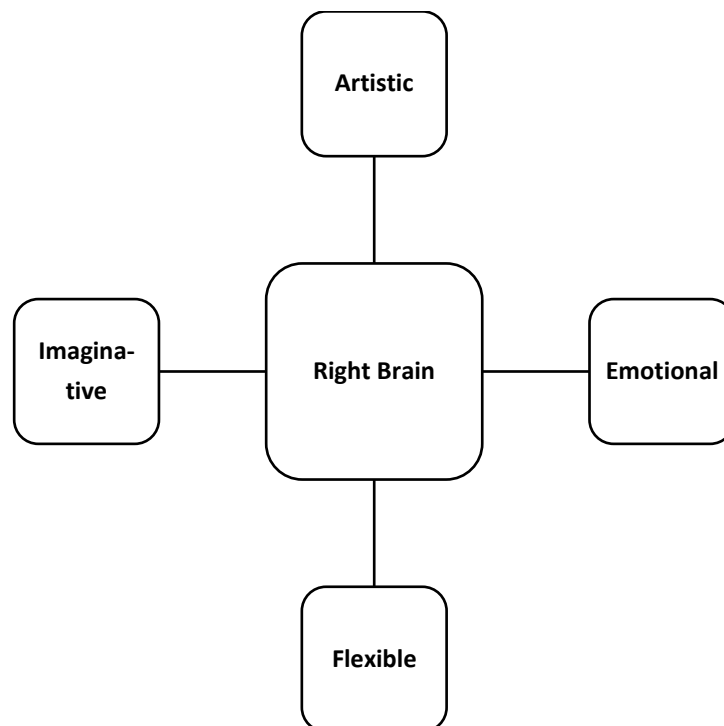
- The *person* (entrepreneur / intrepeneur and his/her team) is the most important component of the creativity process in a business environment.
- People often say: "I am not creative", but creativity is a skill that can be learned and develop over time.
- The brain is "divided" into two sides, namely the right and the left sides:



- The left side of the brain allows for thinking that is more:



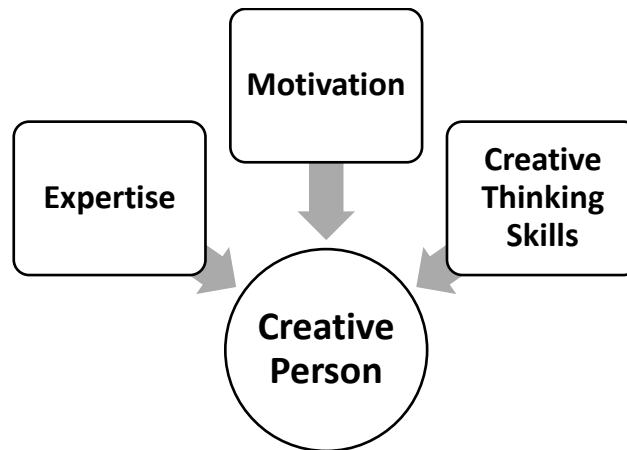
- The right side of the brain involves thinking that is more:



Activity 2:

When you are solving problems, do you mostly use the right or left side of your brain? Motivate your response.

- When considering both the left and the right brain thinking, we first need to understand what it takes to develop a creative person.
- The following three factors characterise a creative **person**:



Expertise	This would include a person's knowledge, skills and experience that could be applied to a particular situation. Knowledge, skills and experience are gained through training, tasks performed in previous situations or through interaction with people. Expertise is thus something that can be learned and gained over time.
Motivation	Motivation can be described as a catalyst that encourages an action – in this case a catalyst that encourages a person to be creative. The person WANTS to work towards solving a problem and he/she will think and rethink the problem until it is solved. Motivation in its strongest form is about the person's internal need to develop something new and unique. Of course external factors can also motivate people (a reward), but if the incentive is taken away, the person is often no longer inspired if the motivation is not intrinsic
Creative Thinking Skills	The way in which a person thinks, plays a big role in the way in which the person will approach (and eventually solve) a problem. People analyse situations and problems in particular ways and then combine different ideas in several ways to solve a problem. That is why ten different people may come up with ten different ideas to solve the same problem

Activity 3:

- 1 Discuss how you have recently used your knowledge, skills and experience to overcome a problem you have faced a few months ago.
- 2 If you had to face the same problem now, how would you approach the problem differently? Give three ideas.