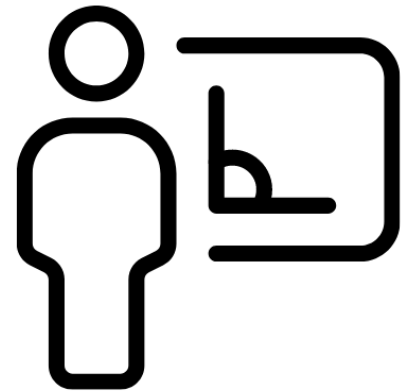


Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



Creativity is intelligence having fun.

Albert Einstein

Module Two: Breaking Down Creativity

Everyday creativity is important; it allows us to explore the world in new ways, and fuel powerful ideas. Creative thinking is extremely valuable, as it will help employees to reach innovative solutions. Business creativity will generate the production of something worthwhile and fresh. Let's begin by breaking down the concept of creativity.



Defining Creativity



Creativity may be defined as using imaginative or original ideas, and forming something new and valuable. Through creative and innovative practices, ideas can be turned into reality. Creativity helps to challenge an employee's way of thinking and allows for new business opportunities to arise. Creative thinking is about expansion of perception, seeking patterns, and reaching solutions.

Business creativity requires dedication, enthusiasm and curiosity. If ideas are present but not acted on, then this is solely imagination, not creativity. Creativity involves both thinking, and production. It can come from problem solving, socialization, or simply the need to question the status quo.

Estimated Time	15 minutes
Topic Objective	To define and understand the term creativity.
Topic Summary	Defining creativity in a business perspective, and how creativity can be gained.
Materials Required	Flipchart and markers
Planning Checklist	None
Recommended Activity	Ask participants to write down what comes to mind when they hear the word 'creativity'. Try to come up with a list of 5 words that they would associate with this term. Allow time for participants to share responses.

Stories to Share	Share any personal, relevant stories.
Delivery Tips	This activity may be done in small groups, or as a large group. Encourage everyone to participate in this discussion.
Review Questions	What is creativity? What does business creativity require?

Thinking Outside the Box



When interpreting business creativity, the metaphor “thinking outside the box” is commonly used. The box in this expression symbolizes constrained and limited thinking, or rather, placing a boundary on thoughts. Accordingly, to think outside of the box is to *think wide*; to use new perspectives, to think differently, as well as to look further and freely.

This concept originated from what is known as the “nine dot puzzle”. The puzzle displays a set of dots that are arranged in a 3x3 manner. Those attempting the puzzle must connect all 9 dots using the fewest number of straight lines possible, and without lifting the pencil away from the paper. The activity encourages participants to avoid connecting the dots in a box form, but rather to connect the dots in a creative, unique way.

Estimated Time	20 minutes
Topic Objective	To analyze the metaphor “thinking outside the box”.
Topic Summary	Explaining what “thinking outside the box” symbolizes, and where the concept had originated.
Materials Required	Flipchart and markers Worksheet 1: <i>Nine Dot Puzzle</i>
Planning Checklist	Provide enough worksheet printouts for all participants.
Recommended Activity	Have participants complete Worksheet 1: <i>Nine dot puzzle</i> . Allow time for participants to share responses from their worksheet.
Stories to Share	Share any personal, relevant stories.

Delivery Tips	This activity may be done in small groups, or as a large group. Encourage everyone to participate in this discussion.
Review Questions	What does it mean to “think outside the box”? What does the nine dot puzzle encourage?

The Value of Creativity

Creativity is an incredibly valuable factor for business success. It is what differentiates organizations from one another, making each one their own. Creativity helps to give companies a sense of uniqueness, and allows for future developments to be made. It encourages new ideas to be developed and effective problem solving to be discussed and resolved. If creativity and innovation did not exist, companies would not be able to grow and prosper. Creativity is critical if we wish to shape the future.



Estimated Time	10 minutes
Topic Objective	To explore the value of creativity for business success.
Topic Summary	Understanding the beneficial effects of creativity for business success, and why it is critical.
Materials Required	None
Planning Checklist	None
Recommended Activity	Have participants discuss the value of creativity, but more specifically how it benefits their own business.
Stories to Share	Share any personal, relevant stories.
Delivery Tips	This activity may be done in small groups, or as a large group. Encourage everyone to participate in this discussion.
Review Questions	Why is creativity valuable? What would happen if business creativity did not exist?

Components of Creativity

Creativity has 3 basic components: expertise, creative-thinking skills, and motivation.



Expertise: Expertise is based on everything that the individual knows and believes, including intellectual knowledge, past experience, and perspective.

Creative-Thinking Skills: Creative-thinking skills include the ability to think imaginatively and freely, and to have a flexible approach to problem solving.

Motivation: Motivation is based on what drives an individual to work toward a goal, or spark interest in a challenge. Motivation can be either: intrinsic and extrinsic.

Intrinsic Motivation- Intrinsic motivation is more effective, and more essential than extrinsic motivation. Intrinsic motivation is based on personal, inner reward.

Extrinsic Motivation- In contrast to intrinsic motivation, extrinsic is based on external rewards or incentives such as money and praise, or to avoid punishment.

Estimated Time	10 minutes
Topic Objective	To understand the components of creativity.
Topic Summary	Analyzing the 3 components of creativity: expertise, creative-thinking skills, and motivation.
Materials Required	None
Planning Checklist	None
Recommended Activity	Have participants discuss the 3 components of creativity and how these components connect to each other.
Stories to Share	Share any personal, relevant stories.
Delivery Tips	This activity may be done in small groups, or as a large group. Encourage everyone to participate in this discussion.
Review Questions	What are the 3 components of creativity? Which is more effective: intrinsic or extrinsic motivation?

Characteristics of the Creative Individual

Every individual possesses creative skills, and presents a unique perspective to the world around them. We all have creativity inside of us; however, some individuals have higher levels of creative skills than others. Creativity involves sharing your perspective, and being able to look at life from other perspectives.



Creative individuals will often have the following personality traits:

- Ambition
- Open mindedness
- Passion
- Energy
- Playfulness
- Determination

Estimated Time	20 minutes
Topic Objective	To consider the characteristics of a creative individual.
Topic Summary	Understanding that everyone is capable of being creative, and the characteristics that creative individuals will often acquire.
Materials Required	Flipchart and markers Worksheet 2: <i>My Creative Traits</i>
Planning Checklist	Provide enough worksheet printouts for all participants.
Recommended Activity	Have participants complete Worksheet 2: <i>My Creative Traits</i> . Allow time for participants to share responses from their worksheet.
Stories to Share	Share any personal, relevant stories.
Delivery Tips	Encourage everyone to participate in this discussion.
Review Questions	How does creativity link to perspective? What are some examples of creative traits?

Practical Illustration



Patricia had noticed that there were new inspirational quotes posted around the office. She came across one that said “Think outside the box”. Confused, she asked her colleague Brian what this quote meant. Brian explained to Patricia that to think outside the box simply meant to think differently, or creatively. Patricia thought about this for a moment, and questioned why a quote on creative thinking would be beneficial- after all, they are an accounting firm.

Brian explained to Patricia that there is great value in encouraging creativity in any workplace, and that creativity is what allows a company to grow and prosper, as well as stand out from the competition. Patricia was very appreciative of this conversation with Brian. It had inspired her to implement creativity into her everyday work practices.

Module Two: Review Questions

- 1) Why is everyday creativity important?
- a) It allows us to explore the world in new ways
 - b) It limits our perception of the world around us
 - c) It helps to fuel powerful ideas
 - d) Both A and C

Everyday creativity is important because it allows us to explore the world in new ways, and helps to fuel powerful ideas.

- 2) How can creativity be defined?
- a) The act of avoiding problem-solving
 - b) Something that will lower self-esteem and overall well-being
 - c) An ability that is restricted to painters, and famous artists
 - d) Using imaginative or original ideas, and forming something new and valuable

Creativity is using imaginative or original ideas, and forming something new and valuable.

- 3) Where does creativity come from?
- a) Problem solving
 - b) Socialization
 - c) Questioning the status quo
 - d) All of the above

Problem solving, socialization, and questioning the status quo will all generate creative thinking.

- 4) True or false: We all have the same creativity levels
- a) True
 - b) False

False- some individuals have higher levels of creativity than others.

5) Which of the following is a common trait of a creative individual?

- a) Closed minded
- b) Lazy
- c) Disinterested
- d) **Ambition**

Creative individuals are ambitious about the work ahead.

6) Why is creativity a valuable factor for business success?

- a) Creativity has no effect on business success
- b) **Creativity will help to give companies a sense of uniqueness**
- c) Creativity does not allow for a company to grow and prosper
- d) Creativity will help to discourage new ideas

Creativity is a valuable factor for business success because it will give companies a sense of uniqueness.

7) What metaphor is commonly associated with creativity?

- a) Heart of gold
- b) Let the cat out of the bag
- c) **To think outside the box**
- d) Jumping the gun

To think outside the box is a common metaphor for creativity.

8) Where did the term “think outside the box” originate from?

- a) A song
- b) **The nine dot puzzle**
- c) The four dot puzzle
- d) A dance move

The term to think outside the box originated from the nine dot puzzle.

9) Which of the following is NOT a component for creativity?

- a) Pessimism
- b) Creative-thinking skills
- c) Expertise
- d) Motivation

The three main components for creativity include expertise, creative-thinking skills, and motivation.

10) Which of the following is NOT an example of an extrinsic reward?

- a) Money
- b) Personal reward
- c) Praise
- d) Avoiding punishment

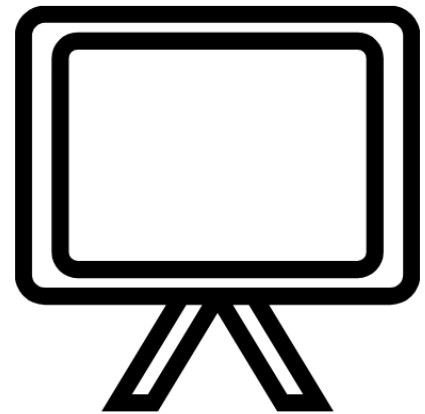
Personal reward is an example of intrinsic motivation, not extrinsic motivation.

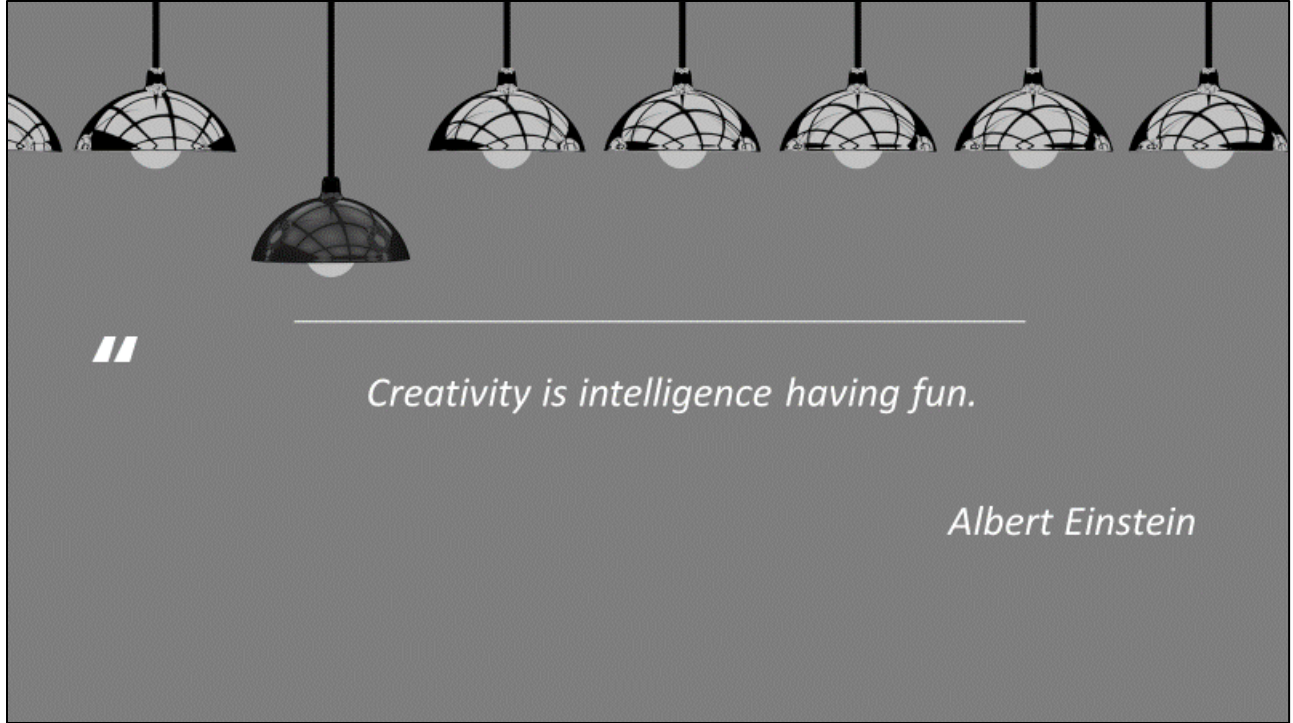
PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





“

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Albert Einstein

MODULE TWO

Breaking Down Creativity

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Defining Creativity

Creativity may be defined as using imaginative or original ideas, and forming something new and valuable.

Thinking Outside the Box

When interpreting business creativity, the metaphor “thinking outside the box” is commonly used.





The Value of Creativity

Creativity is what differentiates organizations from one another, making each one their own.

Components of Creativity

- Expertise
- Creative Thinking Skills
- Motivation





Characteristics of the Creative Individual

Ambition

Open mindedness

Passion

Energy

Playfulness

Determination

Practical Illustration



- Defining Creativity
- Thinking Outside the Box
- The Value of Creativity
- Components of Creativity
- Characteristics of the Creative Individual

Module Two: Review Questions

1. Why is everyday creativity important?

A. It allows us to explore the world in new ways

B. It limits our perception of the world around us

C. It helps to fuel powerful ideas

D. A and C

Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.



Creativity: Thinking Outside the Box

Quick Reference Sheet



Creativity allows individuals to view every aspect on earth, explore new paths, as well as find new discoveries that help to advance our consistently thriving world of business. Without creativity, we would only see what is visible to the eye. To evolve as a business, it is critical to look beyond what is visible and consider new ideas. When creativity is incorporated into daily workplace practices, there is a strong increase in the opportunities for growth, engagement, and productivity.

Breaking Down Creativity

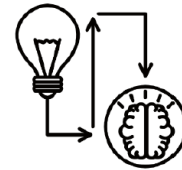
Creativity may be defined as using imaginative or original ideas, and forming something new and valuable. With creativity and innovative practices, ideas can be turned into reality. Creativity helps to challenge an employee's way of thinking, and allows for new business opportunities to arise. Creative thinking is about expansion of perception, seeking patterns, and reaching solutions.

Creativity is an incredibly valuable factor for business success. It is what differentiates companies from one another, making each one their own. It encourages new ideas to be developed and effective problem-solving to be discussed and resolved. Creativity is critical if we wish to shape the future.

The Creative Process

The creative process is based on problem solving and making connections. It begins by analyzing a problem, determining strategies and possible solutions, followed by turning these ideas into reality. The process adheres to five stages; however individuals may alternate back and forth between the stages. The five stages of the creative process are...

- 1.) Preparation
- 2.) Incubation
- 3.) Illumination
- 4.) Evaluation
- 5.) Verification



Fostering a Creative Workplace

When employees are provided with a suitable environment that supports creative practices, they are more likely to flourish with creativity. Creativity and innovation are dependent on psychological and physical settings, in which employers should understand in order to achieve success through creativity. There are certain factors that can be taken into account when maintaining a company that strives for happiness and innovation, including effective feedback, positivity, as well as assembling a diverse, collaborative team.

The Creative Team

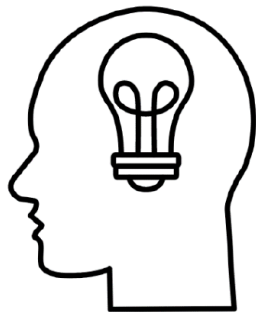
A creative team will have the power to collaborate, as well as generate ideas and innovation that connect with company objectives. This team works best when each member has unique skill sets that are complementary to one another. When creative employees confidently work together and communicate, they will have the ability to resolve conflicts and discover ideas that appeal to the target audience.

A creative team is able to:

- **Identify opportunities**
- **Show respect**
- **Master active listening**
- **Set goals that focus on company values**

Finding Your Creative Mind

It is common to hear people say that they do not have a creative bone in their body. *Everyone* has inner creative potential, however sometimes this potential has to become unleashed. It is inside each and every one of us. Discovering your inner creative potential will help to improve both mental and physical health, as well as contribute to your strength as an employee.



Recognizing Obstacles

Practicing creative thinking is not always smooth and straightforward. Life is unpredictable; challenges can arise that will interfere with work productivity and impede on creative abilities. While some of these challenges are out of our control, there are others that are more easily recognized and avoidable.

Common obstacles to creative thinking include...

- **Being afraid to fail**
- **Distractions**
- **Stressors**
- **Lack of sleep**
- **Lack of time management**



“The best way to predict the future is to create it.”

- Peter Drucker

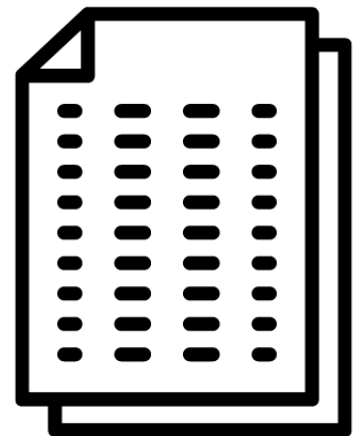
Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.

As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.



Sample Worksheet 1

Nine Dot Puzzle

Connect all 9 dots using the fewest number of straight lines possible, and without lifting the pencil away from the paper. Avoid connecting the dots in a box form, but rather connect the dots in a creative, unique way.



Sample Worksheet 2

My Creative Traits

Examine the following creative traits. Which traits do you believe you have, and why?

1) Ambition

2) Open mindedness

3) Passionate about hard work

4) Energetic

5) Playful

6) Determined

Icebreaker: Thinking Outside the Box

PURPOSE

To introduce participants to each other and to get them thinking creatively

MATERIALS REQUIRED

- Name tag for each person
- Markers
- Index cards
- A cardboard box large enough to hold the remaining items
- A small skillet
- A jump rope or short length of plain rope
- An envelope
- A sheet of newspaper
- A rubber band
- A coffee stirrer
- A nail
- A chenille stick (pipe cleaner)

You can substitute the items in the box to suit your requirements. The purpose is to take everyday items and to have the participant's think of the selected items in new ways.

PREPARATION

Have each participant fill out a name tag.

TIME REQUIRED

20 minutes

ACTIVITY

Have everyone introduce themselves by stating their names and one statement about themselves, such as their current position, or what most interests them about creative problem solving.

Divide the participants into small groups of four to six people. Each group should get 1-2 items from the box (or the box itself). The challenge is to think of at least five creative ways to use each object, BESIDES

the conventional purpose the item usually serves. Tell the teams the rule is no censoring – all ideas are encouraged – the zanier, the better! Have the teams write down their suggestions on index cards. Encourage the teams to come up with the most creative suggestions they can. If time permits, have each team trade objects and repeat the activity.

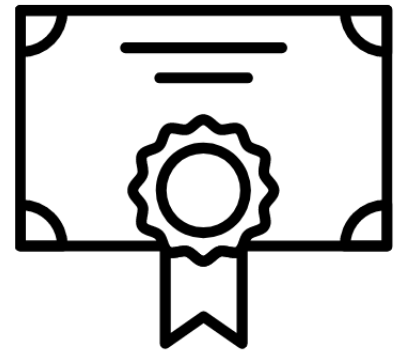
For example, the sheet of newspaper could be folded to become a hat or a boat; it could be shredded and used as packing material; it could even be used as substitute toilet paper in a pinch! Encourage the teams to stretch their imaginations.

At the end, have each team share its ideas with the whole group.

Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

[Name]

Has mastered the course

Creativity: Thinking Outside the Box

Awarded this _____ day of _____, 20____

Presenter Name and Title
