

Becoming More Creative

A simple definition of creativity is the ability to avoid predictable and obvious thinking. It's looking beyond what exists to what could be. Creativity can be applied to almost any situation.

In today's competitive, global world, companies of all types and sizes look for employees who can be creative at all levels of work. Maybe you have never considered yourself creative. Can you become more creative? Yes.

Creativity is a combination of intuition, education, experience, insight, critical thinking and imagination. The more of these assets you possess, the more creative you can be.

Identifying your existing creativity skills and those you need to develop is the first step to becoming more creative.



- Intuition is the ability to understand something immediately, without the need for conscious thought.
- Experience gives you history that helps you look at things in different ways. The greater your experience in a career, the better to analyze what does and does not work on the job.
- Insight refers to seeing a situation for what it really is—being able to realize what is real versus only your perception or what you prefer to believe.
- Critical thinking occurs when you analyze options.
- Imagination allows you to see beyond what currently exists to what could be.

How do you build your personal creativity? To a large extent, you control how creative you are. Start developing your creativity right now by doing the following:

- Pay attention to what is going on around you.
- Speak less and listen more.
- Give up your personal biases about what is the best.
- Let go of the inclination to try to know everything.
- Allow your thoughts to roam and be open to ideas from others that encourage your thinking.
- Avoid analyzing how an idea or solution will affect you personally.

Action: Do you believe you can be creative in your current job, volunteer group or school club? If yes, explain how. If no, analyze what is holding you back and describe what you believe the problem is.

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Note to instructors: *Job Ready Career Skills* offers a wide variety of lessons related to creativity. The 10 lessons in the topic Problem Solving focus on creative decision making. Note the lesson titles below and click on a logo to see sample lessons.

Job Ready Career Skills Problem Solving Lessons

Becoming a Problem Solver
Identifying a Problem
Becoming a Critical Thinker
Thinking Creatively
Effective Risk Taking

Holding Yourself Accountable
Managing Change
Removing Barriers to Change
Making Change Serve You
Dealing with Ongoing Change

