Creative Thinking for Teams - Participant Guide

Welcome to Creative Thinking for Teams. This course will explore creative thinking styles. Part of this course will involve applying these skills to a current work problem.

By the end of the course, you will be able to:
- list a range of creative thinking styles and the advantages of each,
- identify your own creative style
- identify and use gaps in current programs as the catalyst for generating new ideas,
- Acknowledge and respect the different ways that different people may contribute to the creative process
- Respect collaborative efforts by relinquishing individual ownership of ideas
- identify the legal framework that applies to creative content as part of individual commitment to an ethical approach
- Challenge, test and experiment with different concepts and ideas as part of a collaborative process
- Select concepts or approaches that achieve required outcomes in an innovative and feasible way
- Present proposed concepts or approaches in an appropriate format
- Seek input and feedback on concepts from relevant stakeholders
- Refine proposals based on analysis and feedback
- Present specifications to relevant parties for approval, funding or endorsement
- Reflect on methodology used to generate concepts and ideas and note ways of improving this in the future
- Identify and seek opportunities to refine and expand own skills including from failing

This course will consist of five Modules:
- Module 1 is a pre-course self-assessment,
- Module 2 is a face-to-face session covering idea generation techniques. The participants will then identify a problem (or problems) facing their workplace.
- Module 3 is self-paced research of possible solutions to this problem.
- Module 4 is face-to-face, where participants present their research to the group. The group then decides on the best approach.
- Module 5 is self-reflection of the creative process.

Module 1

By the end of this module, you will be able to:
- list a range of creative thinking styles and the advantages of each,
- identify your own creative style

There are many ways to categorise creative thinking styles. One approach is the CREATES model, developed by Dr Shelley Carson. This model classifies seven styles of creative thinking.

1) Read the description of the model on Dr Carson's website:

http://www.shelleycarson.com/your-creative-brain/the-creates-brainset-model

2) Complete the following table:

Brainset name	Description
C..	
R...	
E…	
A…	
T…	
E…	
S…	

3) Dr Carson's website also includes an online self-assessment quiz. Complete the self-assessment:

http://www.shelleycarson.com/creative-brain-test

4) Write your (total) results in the table below:

C	R	E	A	T	E	S	Delib.	Spont.

5) Do you feel that these results reflect your creative thinking style?

Please bring this completed sheet to the first face-to-face session. Please see the course facilitator if you have any questions.

Module 2

By the end of this session, you will be able to:
- identify and use gaps in current programs as the catalyst for generating new ideas,
- Acknowledge and respect the different ways that different people may contribute to the creative process
- Respect collaborative efforts by relinquishing individual ownership of ideas

This is a face-to-face session. Please bring this sheet and the answers from Module 1.

Problem brainstorming notes:

Final problem(s):

Module 3

By the end of this session, you will be able to:
- identify the legal framework that applies to creative content as part of individual commitment to an ethical approach
- Challenge, test and experiment with different concepts and ideas as part of a collaborative process
- Select concepts or approaches that achieve required outcomes in an innovative and feasible way

For Module 4, you will present an idea to the other participants. This will be during the next face-to-face session. Before then, you are to develop a possible solution to the problem identified during Module 2's brainstorming.

Working **individually**, develop a guideline for how you think this problem should be addressed.

1) Give an overview of your idea:

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2) What resources would your idea need?

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3) What are the advantages of your idea?

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4) What are some potential risks or obstacles with your idea? Include, where relevant, policy and legal considerations.

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Think about how you would present your idea to the other participants. This presentation should take no more than five minutes.

Module 4

By the end of this session participants will be able to:
- Present proposed concepts or approaches in an appropriate format
- Seek input and feedback on concepts from relevant stakeholders
- Refine proposals based on analysis and feedback

For this face-to-face session, you will take turns discussing your solution with the group. These proposals will then be analysed, with each participant seeking feedback and modifications from the others.

The group then votes on which idea, or combination of ideas, is worth pursuing.

Notes on your presentation:

Notes on other presentations:

Idea(s) worth pursuing:

Module 5
By the end of this session, you will be able to:
- Present specifications to relevant parties for approval, funding or endorsement
- Reflect on methodology used to generate concepts and ideas and note ways of improving this in the future
- Identify and seek opportunities to refine and expand own skills including from failing

Answer the following questions and hand them to the facilitator within three business days of completing Module 4.

1) How will your team implement the solution reached in Module 4?

2) Thinking back to your approach in Module 3, which of the CREATES brainsets did you use? Where these your strengths identified in Module 1?

3) Could any of the brainsets you didn't use have been more effective than the ones you did use?

4) What strategies can you use to ensure effective use of brainsets for the next project?