Creativity
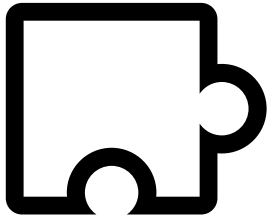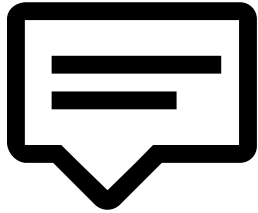
Age range: 11-19

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Why are core transferable skills important?

Problem solving
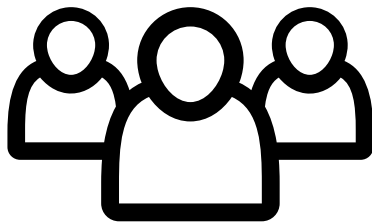
Listening
and speaking
(communication)

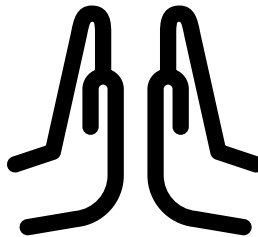Creativity

Aiming high
(proactivity)

Leadership

Teamwork

Staying positive
(resilience)

Adaptability

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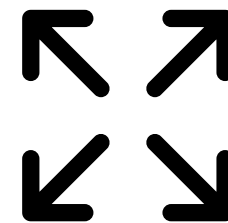
What it means to be creative

Creativity is the use of imagination to generate new ideas, and building the confidence to improve these ideas on your own and by collaborating with others.

This session helps to work towards steps 10 and 13 from the Skills Builder Framework for creativity.

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Introduction to creativity

Example jobs	Example items
Search engine optimisation (SEO) specialist	Headphones
Mechanical engineer	Whisk
Builder	Pen holder
Teacher	Fridge
IT network manager	Washing up liquid
Project Manager	Wristwatch
Theatre creative director	Tissue
Chef	Pencil case
Plumber	Maths book
Lawyer	Lamp
Business data analyst	Elastic band
Gardener	Fork
Carer	Coat hanger

You own an independent clothes shop on a local high street, but the business is struggling, you must think of new ways to use the shop space and boost their income

What's the most creative thing you could do to increase income and save the business?
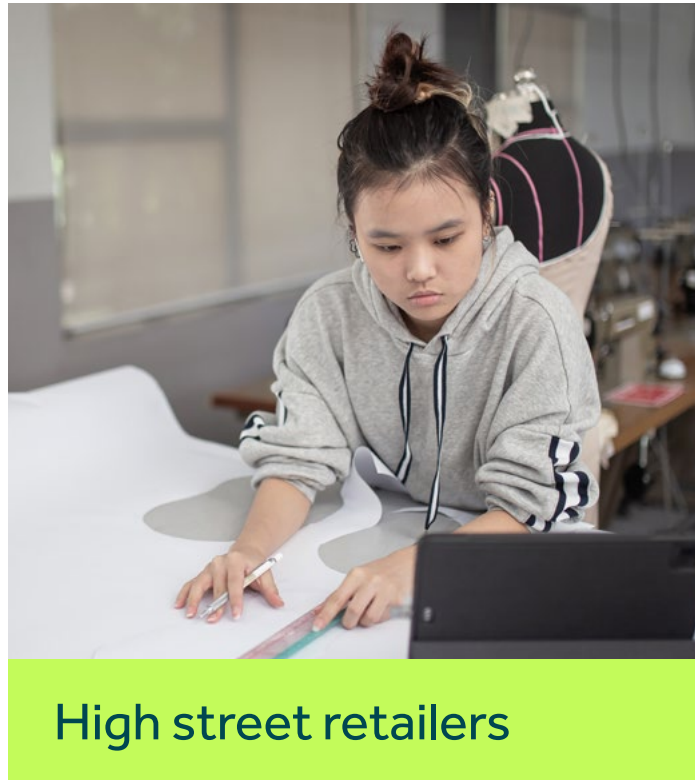
High street retailers

Where can you find inspiration for ideas?

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Creative thinking methods

Method 1

- Each member has one minute to think of quickfire suggestions individually
- Be as outlandish and creative as you want and push boundaries
- When each member of the group has shared their suggestions, review and filter them down to the best ones
- Build on these ideas and present as a solution

Method 2

- From a hat, each member picks a piece of paper with the name of a famous person
- Each member should channel that person when putting forward their ideas
  - E.g. what would a world leader do? What would an influential celebrity do?
- All ideas should be reviewed by the group to decide which they think is strongest to develop into a presentation

Method 3

- One person starts off with an idea
- The next person has to add a creative idea to further develop the concept
- Once the idea has circled the group, a new person starts with a different idea to develop in the same manner
  - This can be done on paper or verbally
- Review the ideas and decide which are the best to take forward and present

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Reflecting on creativity

- How can you make sense of different perspectives?

- What can the advantages be of innovating as a group?

- What are the risks of innovating as a group?

- When do people feel safe and confident to contribute to a group?

- Can students think of when being creative at work might help teams work well together and help them achieve their goal?

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