



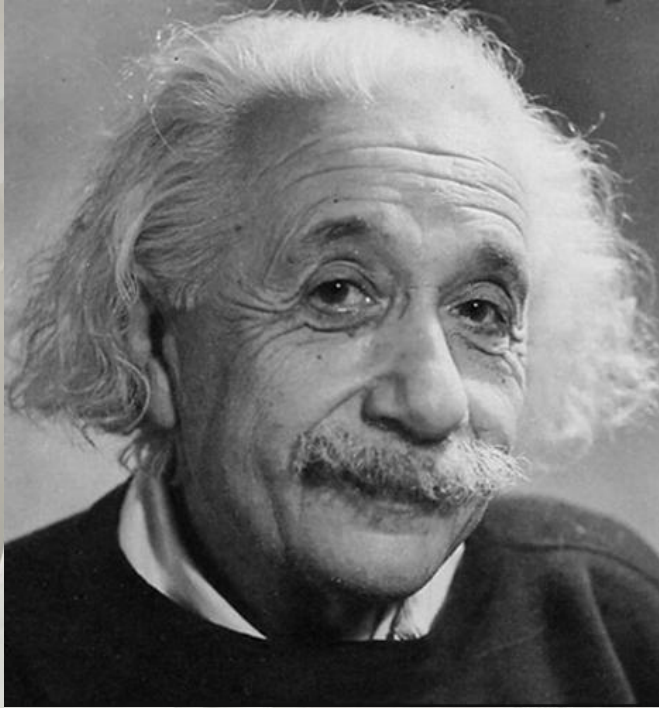
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# Top Ten 2020 Skills Project

SKILL 3 – CREATIVITY  
THINKING OUTSIDE THE BOX



3. Creativity



creativity is contagious.  
Pass it on.

Albert Einstein

## SKILL 3 – Creativity

Thinking outside the box

- ***In my imagination, I am free and able to paint as a painter. Imagination is more important than knowledge. Knowledge is limited. Imagination covers the whole world.***
- ***The secret of creativity is hidden in the ability not to reveal sources of inspiration***

Albert Einstein

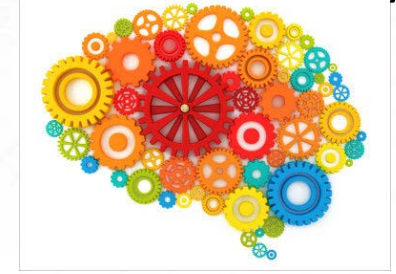




# SKILL 3 – Creativity

## Thinking outside the box

- **Aim** - to be aware of how important “Thinking outside the box” and creativity is.
- **Objective 1.** - The need of creativity. Where we use it?
- **Objective 2.** - Description of “Thinking outside the box”.
- What is thinking outside the box, what is creativity?
- **Objective 3.**- How to develop your “Thinking outside the box” potential?
- **Contents** - Definition of creativity and expression “Thinking outside the box”, creative thinking, factors for thinking outside the box, test for creativity, stages of thinking outside the box.



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# SKILL 3 – Creativity

## Thinking outside the box



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CLICK HERE : <https://www.youtube.com/watch?v=C1yYB85ArHE>



- **What is creativity - the need of it:**

Creativity is our ability to look at things in a different way, to rely on new challenges, not to re-produce others, to create something new.

In a word, the crew does not walk a busy path, but find their own way in the jungle of life. Creativity is the engine of innovation and the pre-condition for the development of personal, professional, business and social skills and an essential element of social welfare, it is also a factor in the development of mankind.



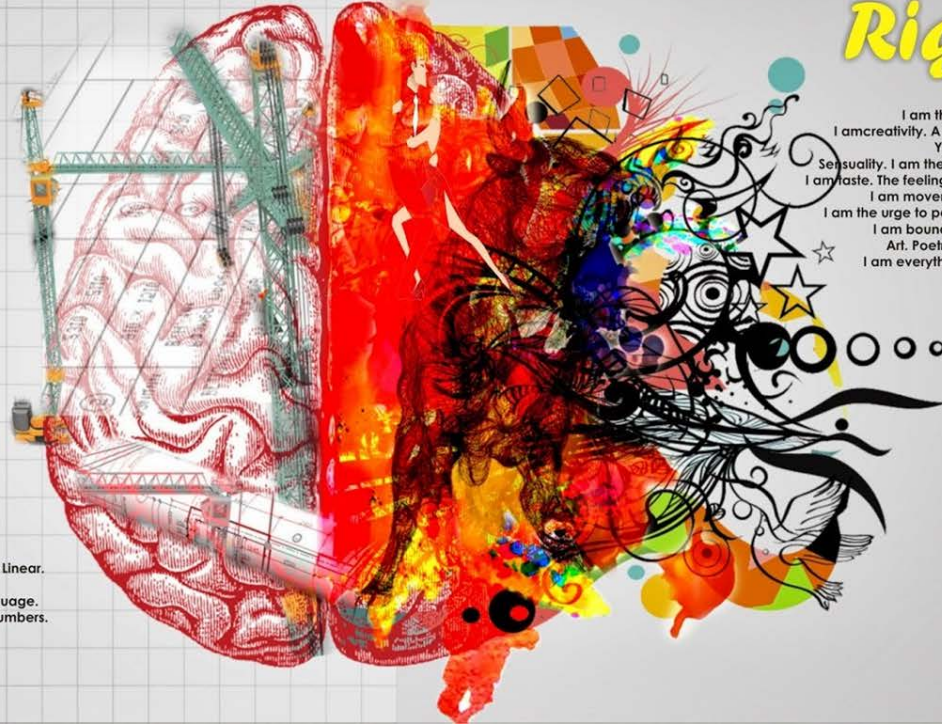
# SKILL 3 – Creativity

## Thinking outside the box

### LOCATION OF CREATIVITY

#### LEFT BRAIN

I am the left brain.  
I am a scientist. A mathematician.  
I love the familiar. I categorize. I am accurate. Linear.  
Analytical. Strategic. I am practical.  
Always in control. A master of words and language.  
Realistic. I calculate equations and play with numbers.  
I am order. I am logic.  
I know exactly who I am.



#### Right brain

I am the right brain.  
I am creativity. A free spirit. I am passion.  
Yearning.  
Sensuality. I am the sound of roaring laughter.  
I am taste. The feeling of sand beneath bare feet.  
I am movement. Vivid colors.  
I am the urge to paint on an empty canvas.  
I am boundless imagination.  
Art. Poetry. I sense. I feel.  
I am everything I wanted to be.

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### Thinking outside the box. What is it?

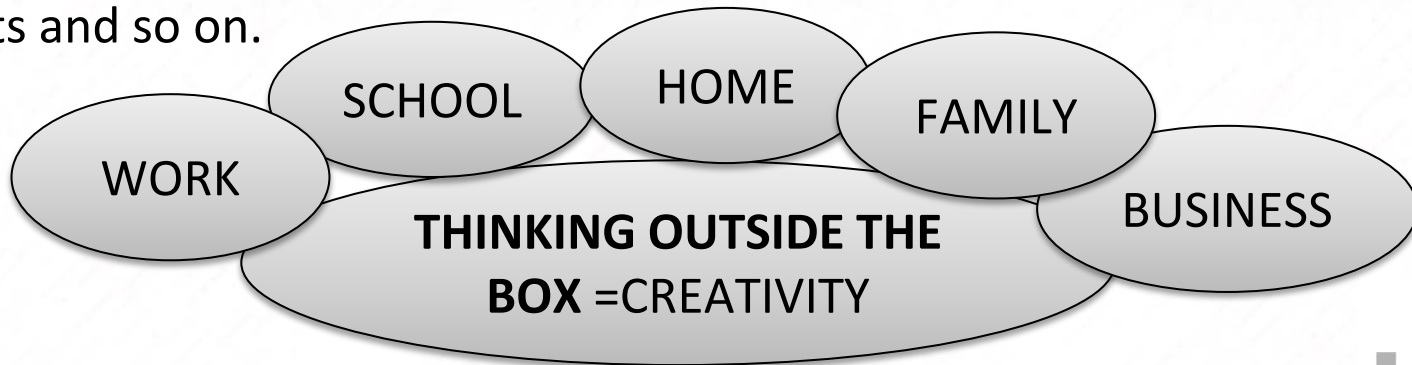


- **Thinking outside the box** (also **thinking out of the box** or **thinking beyond the box** and **thinking outside the square**), is a metaphor for thinking differently, unconventionally, or from a new perspective.
- 'Think outside the box' originated in the USA in the late 60s/early 70s. It has become something of a cliché, especially in the business world.



### **Creativity and “Thinking outside the box” are part of all our day jobs**

Many would agree that in order to solve problems and exploit opportunities you have to think creatively in order to find useful and original ideas. To develop new ideas, new ways to earn profit, develop new products or use for products and so on.



### Thinking is the most important human resource

Creative thinking = a skill that can be learned and developed.

Creative thinking generates original ideas and values that can change the world.

Creativity = add value to our life, company development, everyday life etc.



### How to measure “Thinking outside the box?”

Creativity is appreciated by the quantity, quality and originality of ideas





### Test

How are you with it? Check! Within 10 minutes, all possible types of pencil usage are listed. If you list 10, and your colleague - 60, it's clear which is more creative. The more ideas, might mean more good ideas!

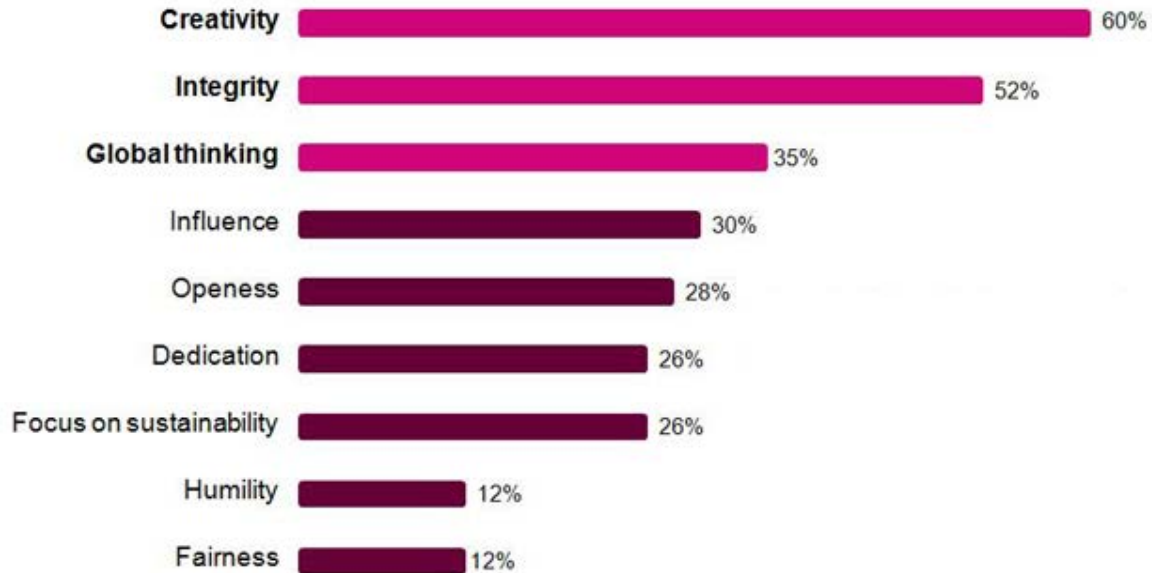
In order to test the quality of the idea, there are marketing departments. You can create a pencil – but will anyone use it and appreciate it? The idea is original, which has never been before.



# SKILL 3 – Creativity

Thinking outside the box

## Most important leadership qualities over the next five years



Source: <https://www.fastcompany.com/1648943/most-important-leadership-quality-ceos-creativity>

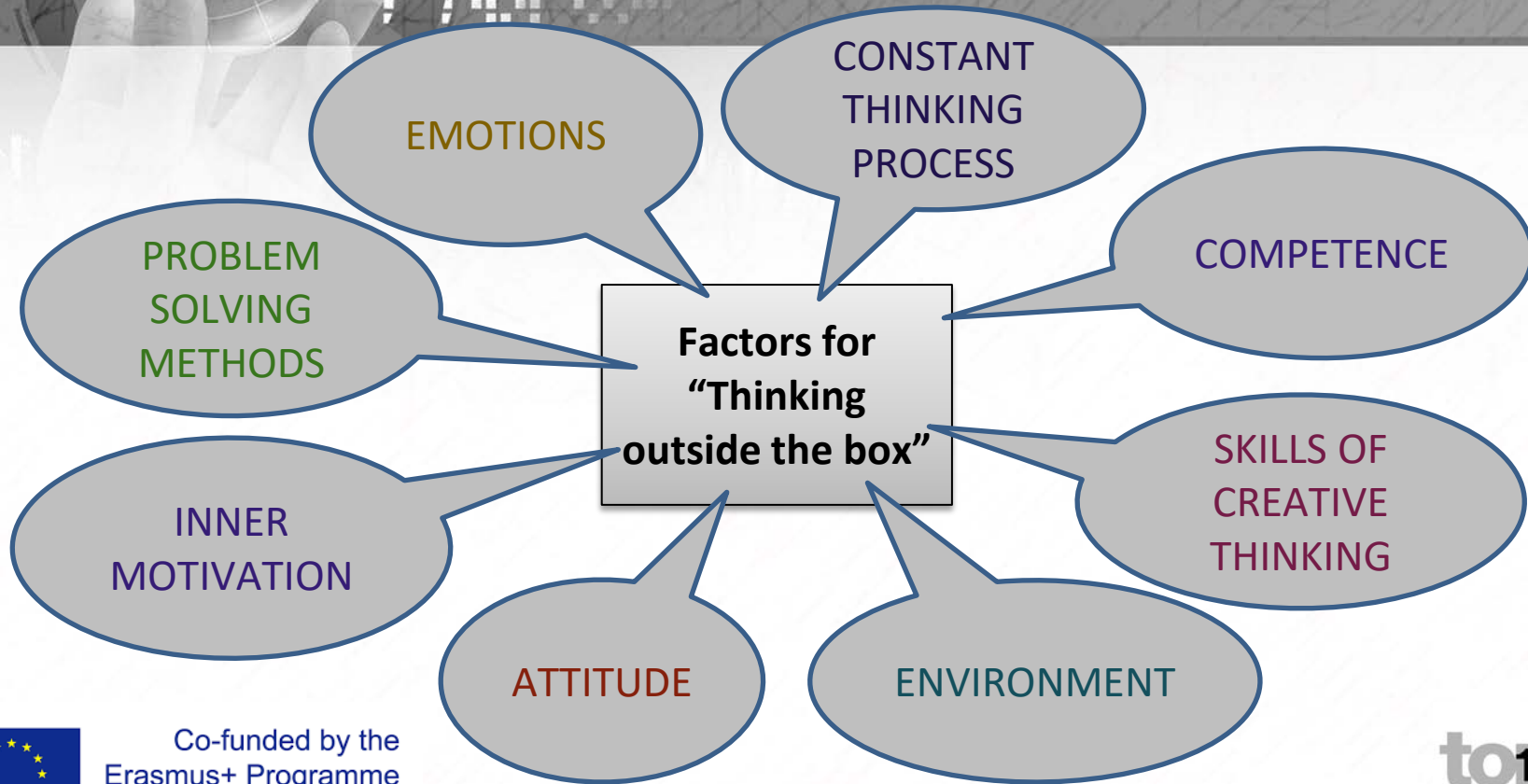


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# SKILL 3 – Creativity

Thinking outside the box



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# SKILL 3 – Creativity

Thinking outside the box



## Stages for thinking outside the box:

Preparation (problem research, definition)

Incubation (problem handling)

Understanding, creating ideas

Internal evaluation

Approval of the idea, implementing

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# SKILL 3 – Creativity

Thinking outside the box

How to develop thinking  
outside the box?



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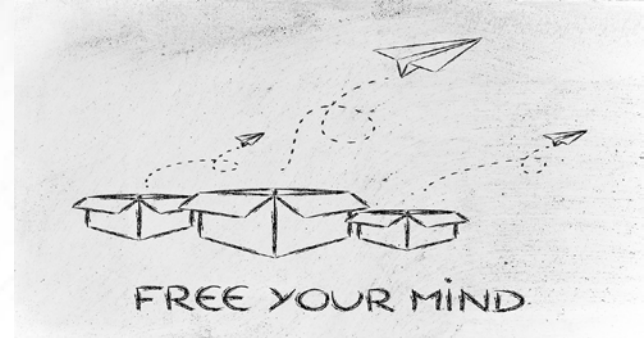




# SKILL 3 – Creativity

Thinking outside the box

- Read something that is outside your expertise or preferred genre
- Improvise
- Draw
- Play theatre
- Brainstorm
- Listen to classical music
- Take a notebook everywhere - write all ideas in it
- Ask questions starting like "If so ... Why not ... How to do it, improve ... What are the alternatives?"
  - “Practise makes perfect”
  - Never worry about what other people say

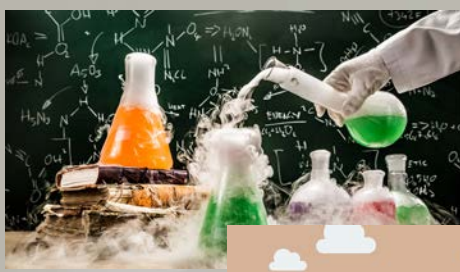


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# SKILL 3 – Creativity

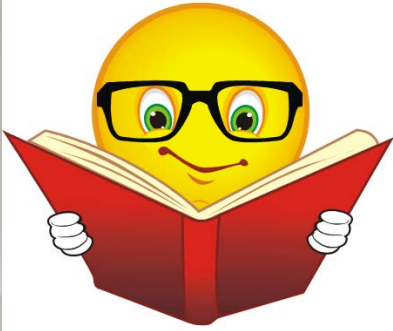
Thinking outside the box



- **Ignore trends, be different**
- **Be alone - Give yourself some space**
- **Learn new things**
- **Change the environment**
- **Experiment**
- **Demolish barriers**
- **Think like a child, ask children for advice**
- **Look outside your industry**
- **Turn things upside down**
- **Work backwards**

# SKILL 3 – Creativity

Thinking outside the box



- Take a shower
- Set parameters
- Restructurise
- Change your routine
- Pay attention to other people's ideas.
- Learn to listen
- **JUST DO IT!**



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Thinking outside the box



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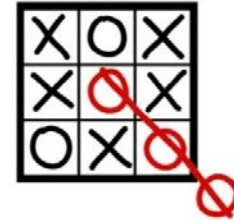
<https://www.youtube.com/watch?v=40lqbL4fd3Y>





## Extra materials

- E.D.Bueno(1985) 6 thinking hats
- John Edeir(2008) ([www.ibook.lv/BD\\_efektivitas-vadibas-skola-dzons-edeirs.aspx?BID=30132a4a-553c](http://www.ibook.lv/BD_efektivitas-vadibas-skola-dzons-edeirs.aspx?BID=30132a4a-553c).)
- <http://tikainesakinevienam.lv/tag/alberts-einsteins/page/4/>
- <http://www.maynineteen.co.uk/what-is-creativity/>
- <http://saudigazette.com.sa/article/161070/Think-outside-the-box!>
- <https://hackernoon.com/do-vcs-really-add-value-founders-say-sometimes-f27bb956eb8c>
- <http://www.maynineteen.co.uk/what-is-creativity/>
- [http://www.zrkac.lv/dev\\_webadm/doc/3\\_prezentacijas.pdf](http://www.zrkac.lv/dev_webadm/doc/3_prezentacijas.pdf)
- <https://skolas.lu.lv/mod/resource/view.php?id=21157>
- <https://www.youtube.com/watch?v=40lqbL4fd3Y>
- <https://www.youtube.com/watch?v=RkiYxL15ZLA>
- <https://www.youtube.com/watch?v=C1yYB85ArHE>
- <https://www.fastcompany.com/1648943/most-important-leadership-quality-ceos-creativity>





3. Creativity

THANK YOU!

STEP OUTSIDE YOUR BOX,  
GO ANOTHER WAY!

