

UNIFORS 2020

Universities for future work skills 2020

Module 2b

Creative thinking

Teaching materials for soft skills blended course



Universidade de Vigo



P.PORTO



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Overall of the materials

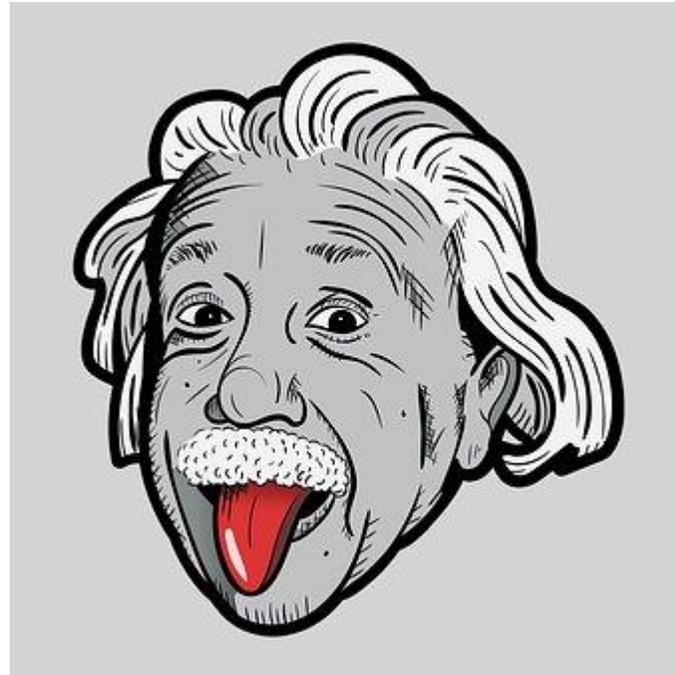
1. Target groups: students, teachers and business
2. Educational outcomes:
 - Knowledge – students are able to understand the importance of group work in a spirit of openness and tolerance to the most diverse and original ideas.
 - Skills – students are able to appropriate the spirit and the method of the creativity techniques.
 - Competences – students are able to use creativity techniques, with confidence within a group, to provide original solutions to a given problem.

Useful literature

1. Kaufman, J., & Sternberg, R. (Eds.). (2019). *The Cambridge Handbook of Creativity* (2nd ed., Cambridge Handbooks in Psychology). Cambridge: Cambridge University Press.
doi:10.1017/9781316979839
2. Boden, M. (2004). *The Creative Mind: Myths and Mechanisms*. London: Routledge.

WHY is it essential to promote creativity?

To be competitive and survive in a fast-moving world, innovation is critical



**Imagination is more
important than
knowledge.**

Albert Einstein

We need people who are creative, imaginative, flexible, and open to change

Be aware of idea killers and conventional problem solving



CREATIVITY



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Examples of what many people say in order to reject an idea:

Idea Killers :



- This will never work
- I'll never have the time
- It is not planned in the budget
- The boss will never accept it
- It has already been tried
- Good idea, but it is not for us
- We have always done like this
- This is not part of your responsibilities
- We will talk about it in a workshop
- We will talk about it later

Freedom of creation

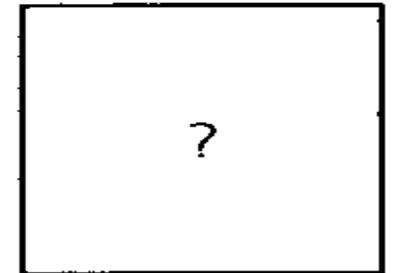
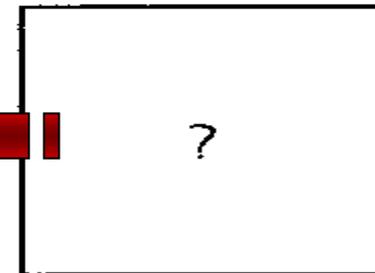
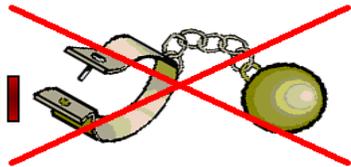
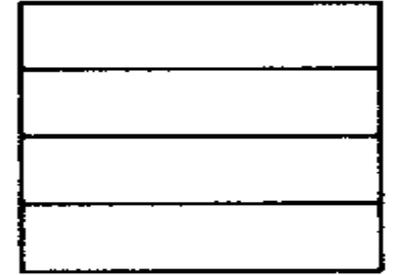
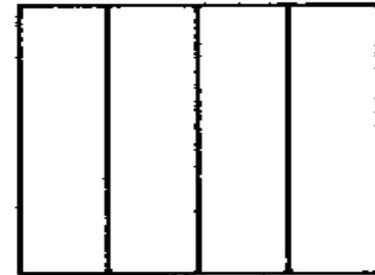
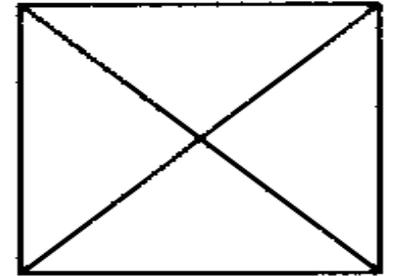


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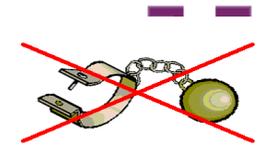
Several of the following slides are inspired by L. de Brabandere and A. Mikolajczak, « Le plaisir des idées » éd. Dunod, which we highly recommend you to read.

Freedom of creation

In how many different ways can a square be cut in 4 equal parts, having the same shape and area?

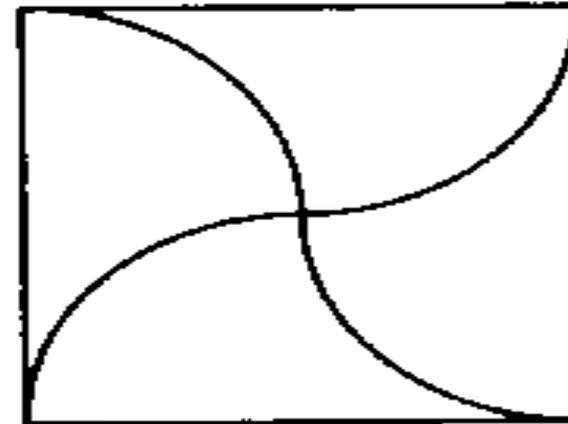
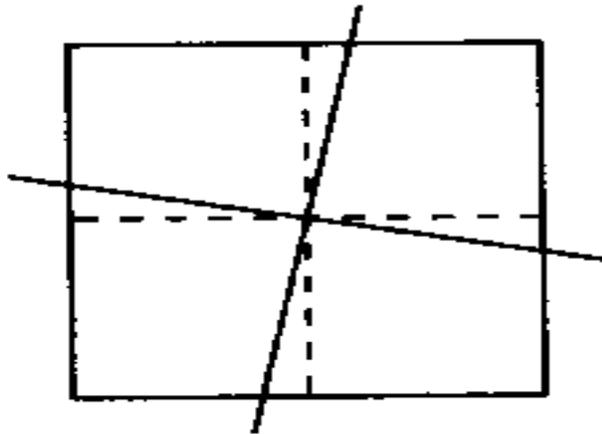


Freedom of creation



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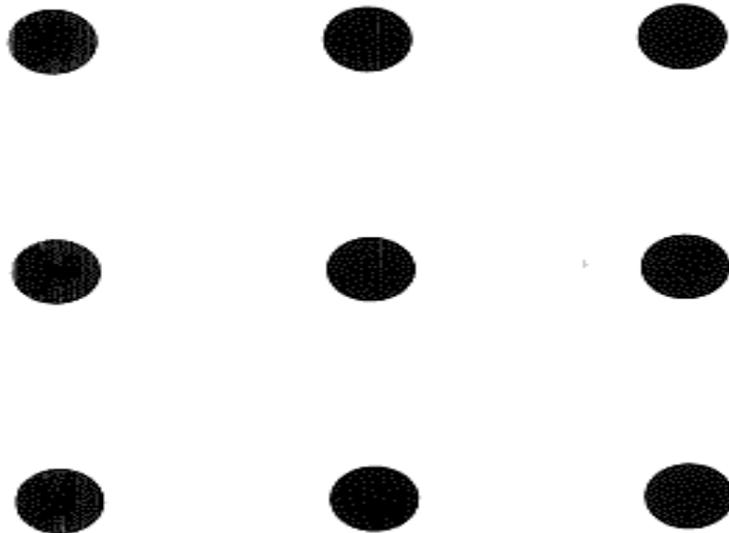
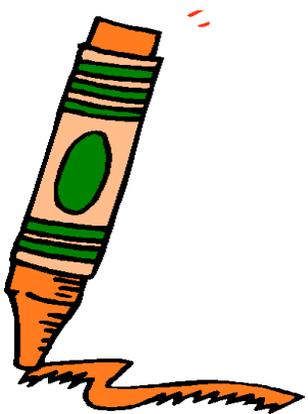
In how many different ways can a square be cut in 4 equal parts, having the same shape and area?



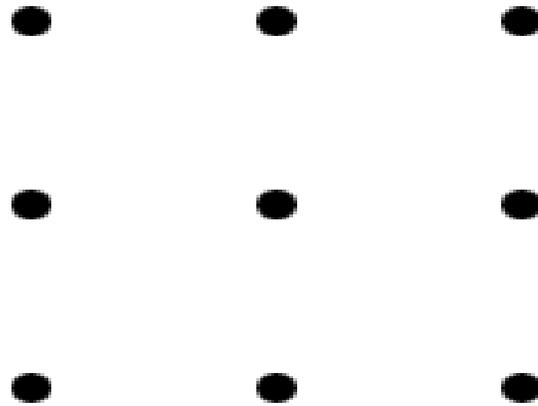
There are countless solutions !

Freedom of creation

Exercise : draw a straight line (without lifting the pencil) that crosses the 9 points in maximum 4 segments.

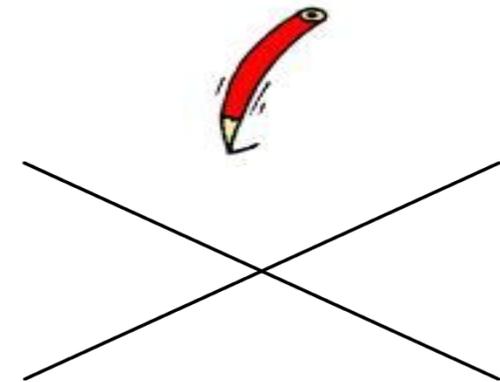
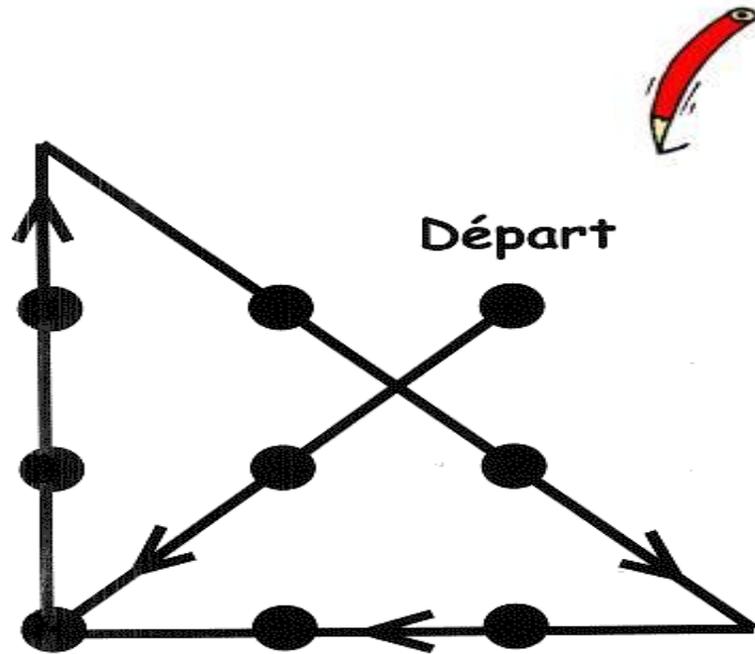
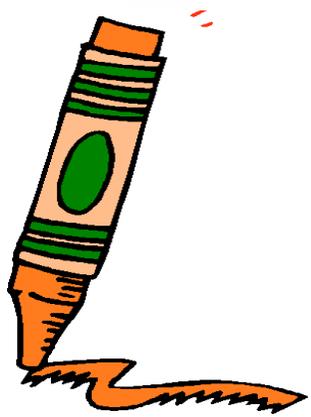


Freedom of creation



Freedom of creation

Exercise : draw a straight line (without lifting the pencil) that crosses the 9 points in maximum 4 segments.



Let's think together



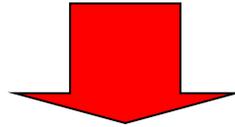
Don't let the idea killer ruin our creativity



Perception

In order to be creative, we must be aware of the necessary fluidity of perception

The possibilities of multiple perceptions are all valid.



We must replace « is » by « maybe ».

Bridge the logical gap and return to logic in order to present valid ideas.

Dare disagree ...

Creativity is the art of seeing things differently.

Lateral view that feeds on imagination.

Divergent ideas are encouraged, then analysed .

Lateral thinking by E. De Bono.

The lateral marketing by Kotler and Trias de Bes

Logic and creativity

1. Concentrate on something : «focus»
2. Achieve a lateral displacement in order to generate a stimulus
3. Bridge the logical gap

Focus

Once determined the domain we will focus our attention on, we have to make an exploration as rigorous as if it was a real problem.



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Focus



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Let's take profit of our natural negative thinking

Be very
negative

- 1) Focus on one of your passions
- 2) List all the disadvantages or inconveniences of it
- 3) Fill the following table :

Be creative
and positive

Disavantages	How to solve it
1	
2	
3	
4	
5	
...	



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Logic and creativity

1. Concentrate on something : «focus»
2. Achieve a lateral displacement in order to generate a stimulus
3. Bridge the logical gap

The 6 W method

Stage 1 : Choosing a «focus»

Marketing can be broken down
in a sequence of 3 levels



The 6 W

Market

Why, who, when,
where

Product

What

Rest of the mix (price, place,
promotion)

How

Focus

The 6 W method

Eg. Focus on cereals



Focus

The 6 W method

Eg. Focus on cereals



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What do we manufacture ?

Kellogg's propose varieties of cereal mixtures ready to be eaten.

Who buys our products ?

For Kellogg's we can speak of the teenage or kids market.

When do we consume the product ?

When do we consume it most? Essentially at breakfast.

Focus

The 6 W method

What	Cornflakes
Where	Home
When	08:00
Who	Young
How	With milk
Why	Breakfast



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Focus

2. Achieve a lateral displacement in order to generate a stimulus

= Provocation

The 6 W method

Change one of the answers and you have to change all the other W

What	Cornflakes
Where	Home
When	08:00
Who	Young
How	With milk
Why	Breakfast



What	
Where	
When	15:00
Who	
How	
Why	

3. Bridge the logical gap

The market has changed !

- Reconditioning the initial product under the form of a bar and adding other ingredients (honey, dry fruit ...),

- we reach a new vision of the market : the crunching market, and not only the breakfast cereals one .

The competitive markets have changed (Mars, Nuts, Lion, Treets ...), but the cereal bars bring something more to the consumer : more energy provided by more natural products : wheat, corn, fruit, nuts...

Focus

The 6 W method

Change one of the answers and you have to change all the other W

What	Cornflakes		What	
Where	Home		Where	
When	08:00		When	
Who	Young		Who	Old person
How	With milk		How	
Why	Breakfast		Why	

sportsperson
hiker
diabetic
women
...

Provocation

Chance

State the subject for which we are looking for an idea, and in associate it a word at random that has no connection with it.

1) Choose a focus

2) Use a dictionary.

3) Choose a page at random, close your eyes and choose a word



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Provocation

State the subject for which we are looking for an idea, and in associate it a word at random that has no connection with it.

e.g. :

Printer + Nose



Afterwards new ideas will be developed starting from this match.

Provocation

Find common points between 2 objects that you would have never imagined comparing



+



Objective : establish unusual connections (in your brains)

Provocation

Find common points between 2 objects that you would have never imagined comparing



+



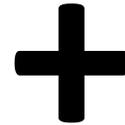
Objective : establish unusual connections (in your brains)

Provocation

Find common points between 2 objects that you would have never imagined comparing



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Objective : establish unusual connections (in your brains)

Starting from the characteristics « considered as
obvious »...

e.g. : shoes have soles

Then getting out of them.



Provocation

Escape

Another example :

1. Waiters are polite

2. **Waiters are not polite**



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3. Then an « image by image » movement towards the logic.



It consists in examining things from the normality or usual point of view and then adopting a reverse or opposite vision.

e.g.: Cars have square wheels

Orange juice has me for breakfast.



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Imagine you fall in an enormous glass of orange juice. You come out smelling orange juice.

And an idea crosses your mind : why not provide your shower device with an apparatus made of sticks of different fragrances that could enable perfuming the water to your taste.

Any situation has measurable elements.

Exaggeration is changing normality through excess or lack.

Po, any home owns a hundred phones.

Po, there is no key on the phone.

Po, the toothpaste is reduced to one drop of liquid.

?

We get a provocation in twisting the logical sequences and creating a new situation.

EX : Po, the post office writes the letters for you.

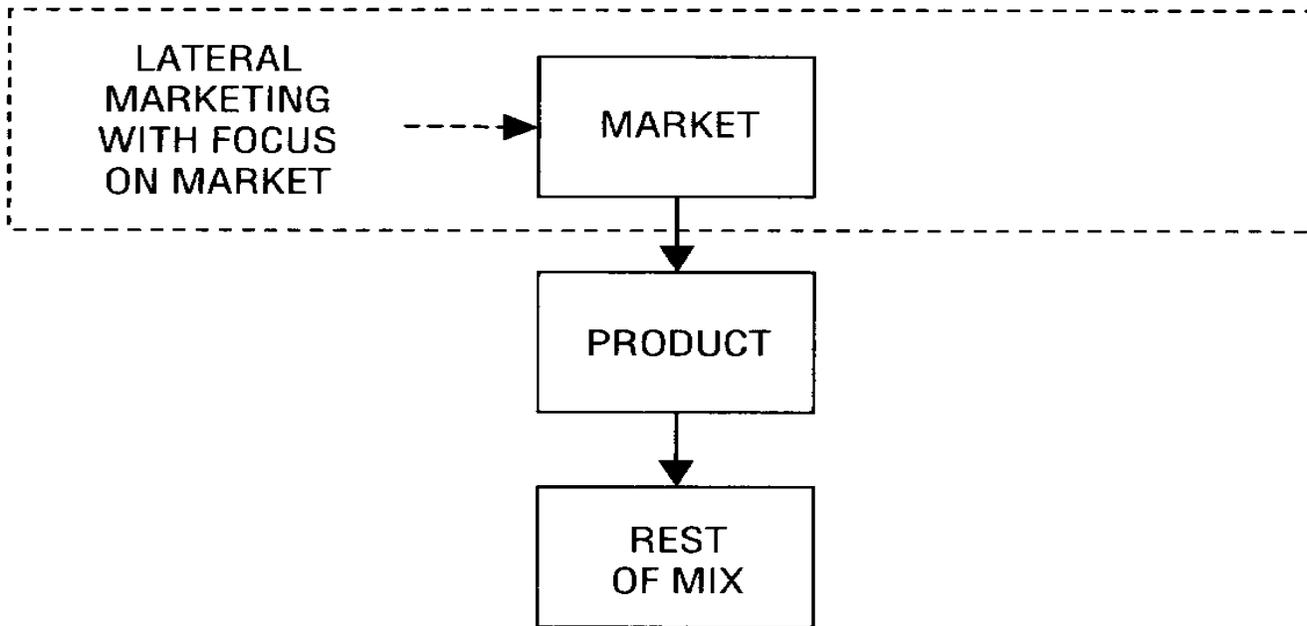
Po, the interest of your investments are paid to a third person.

Po, criminals pay to finance the police.

Po, you close your letters after posting them.

?

Stage 1 : choosing a«focus»



Example : trying to modify the babies diapers market



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Displacement : diapers for ...

Why, who, when, where, what, how

- Children
- Adults
- Handicapped
- Animals
- Pool

Logic and creativity

1. Concentrate on something : «focus»
2. Achieve a lateral displacement in order to generate a stimulus (Provocation)
3. Bridge the logical gap



GO BACK TO MARKETING TO CHECK THE MARKET !



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Thank you so much for your time!

You can find more information at:

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