ID MENTORS
Practicing what we teach

CREATIVITY & DESIGN THINKING: WHY?

Creativity Facts

8 in 10 people feel that unlocking creativity is critical to economic growth.

Nearly two-thirds of respondents feel creativity is valuable to society. Only 1 in 4 people believe they are living up to their own creative potential.

_____ **Adobe Study 2012**

Creativity Elements

Creativity results from the Interaction of a system consisting of three elements: a culture that contains symbolic rules, a person who brings novelty into the symbolic domain, and a field of experts who recognize and validate the innovation.

_____ **Mihaly Csikszentmihalyi,** Hungarian Psychologist and author of the book, **Creativity: Flow and the Psychology of Discovery & Invention**

Why Creativity?

The last remaining competitive advantage companies have today is Creativity.

_____ **Todd Sampson,** Chairman, Leo Burnett

To sustain innovation and growth in today's competitive market, it is imperative that organizations become creative. And this should not be the responsibility of a single department of any organization. If you limit it to a single department, ideas will take a long time to come to fruition. Therefore, leaders in organizations must cultivate a culture of Creativity so that each and every employee is a stakeholder in the Creative process, is able to challenge the status quo and look at alternative ways of getting things done.

Creativity and innovation can be fostered through the Design Thinking Framework. Understanding the process of Design Thinking will provide employees with a structured approach to thinking creatively. And once they start on this trajectory, it will soon become a habit that's hard to break!

❝ Any act often repeated soon forms a habit; and habit allowed, steady gains in strength. At first it may be but a spider's web, easily broken through, but if not resisted it soon binds us with chains of steel. ❞

SO DO MAKE CREATIVITY & DESIGN THINKING A HABIT IN YOUR ORGANIZATION!

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Creativity and Design Thinking: Detailed Program Outline

Module	Topics
Understanding Creativity	- Creativity Myths - Creativity Blocks - The Brain and Creativity - Reticular Activating System - Right Brain versus Left Brain - The Creative Brain - Three components of Creativity: Domain, Field and Individual (Mihaly Csikszentmihalyi – Hungarian Psychologist)
Understanding Design Thinking	- What is Design Thinking? - Empathy and user-centeredness in Design Thinking - Areas that apply Design Thinking: Engineering, Architecture, Products, Processes and many others! - Examples of Design Thinking: Case Studies/Stories - Stages of Design Thinking: - Empathize: What, Why and How; - Define: What, Why and How; - Ideate: What, Why and How; - Prototype: What, Why and How; - Test: What, Why and How
Applying Creativity and Design Thinking	**Creative Thinking Tool© :** Creative Thinking in Four Steps Apply the Design Thinking Process and Creative Thinking Tool to design/re-design *any one of the following: - Official Communication - Sales/Marketing Pitch/Presentation - Training Module - Consumer Product - Workplace Process ***Note**: This session is customized based on the audience profile.