

Power up your Creativity!



Online Workshop Live (OWL) for
Future Startup Founders Program
Cyprus Computer Society / Femme Forward

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In this OWL (Online Workshop Live) you will ...



... deepen your understanding of creative thinking and action.

... discover practical ways of developing your own personal creativity.

ANONYMOUS POLL

When do you get your best ideas?

Click up to three that are closest to your personal view

1. When I am immersed in nature.
2. When I wake up in the morning.
3. In the shower.
4. In a brainstorm.
5. While working at the office.
6. In the company of other people, informally.
7. In conferences or events.
8. When I'm doing something I love.
9. When I have a pressing problem.

Creativity

Imagining **something new** and **making it happen**.

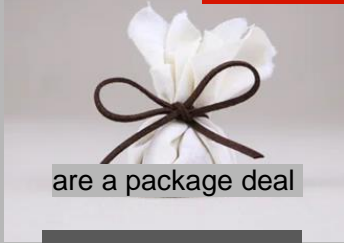


Innovation

Imagining **something new** and **valuable** and **making it happen**.

Creativity

Innovation



are a package deal

Change

The New Normal
Fast change

The Newer Normal
Faster change

The Era of Disruption





WHY CREATIVITY?
Type your guesses in the chat area

- To cope with change
- To make change happen
- For competitive advantage
- To solve a complex business problem
- To set up a business – design a business model, find finance, market your products & services, set-up a team, differentiate
- To lead an exciting life

Can you read my mind?

ANONYMOUS POLL
What most inhibits your creativity?
 Click **up to three** that are closest to your personal view

1. Fatigue or stress.
2. People I work with.
3. The criticism and judgment of others.
4. Self-criticism.
5. The climate in my company.
6. The overall environment in my country.
7. My poor knowledge about creativity.
8. Having to do things I hate to do.
9. Excessive tranquility or boredom.

8 Tips

to develop your Personal Creativity

How can you measure the height of a high-rise building using a barometer?

Tie it to a rope and hang it from the top, then measure the length of the rope

Measure atmospheric pressure at the top and at ground level

Drop it from the top and measure the time it takes to hit the ground

Trigonometry

Climb the inside staircase using the barometer as a measuring stick

Ask the concierge "If I give you a barometer will you let me see the plans of the building?"

Tip # 1

Most problems have many solutions.



Niels Bohr
Nobel Prize in Physics, 1922

A CORPORATE FABLE

The banker, the entrepreneur ...

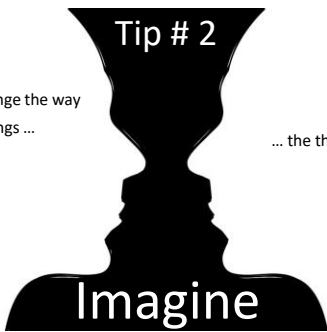


...and the frog

Tip # 2

When you change the way you look at things ...

... the things you look at change



Tip # 3
Challenge your assumptions



“Creativity is the ability to identify and overcome self-imposed constraints.”

Russel Ackoff

Tip #4 Practise



FIRST creative thinking



THEN critical thinking



Creative thinking guidelines



No judgment – nothing is wrong
Quantity – many ideas
Beyond reason – as crazy as it gets!

Make lists



Critical thinking guidelines

Organize your ideas
Evaluate them



Select the best



Make choices

A creative challenge

How many uses of a newspaper can you think of?

Individually (1 min):

Note as many uses as you can possibly think of, fast!

In your Team (3 mins):

Share your ideas and select the **one single use** you think is the most **unusual**.



Archimedes discovered his famous principle of displacement of water when he connected – in his mind - the metal of the King’s crown and the level of his bathwater.



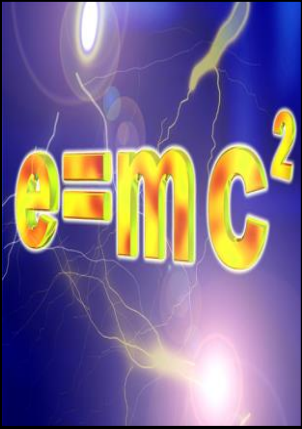
Newton

made a connection that led to his theory of gravity: he saw an apple falling from a tree and the moon in the sky and speculated that both phenomena were due to the same force.



Einstein

discovered relativity when he imagined he was travelling on a beam of light



Salvador Dali

would sit on an armchair holding a silver spoon over a silver tray. When he dozed off the spoon would hit the tray and wake him up – that's when visualised his best pictures!



George de Mestral invented VELCRO after he observed that when he walked his dog in the woods, burrs would stick on his dog's fur.



Tip # 5

Explore beyond reason

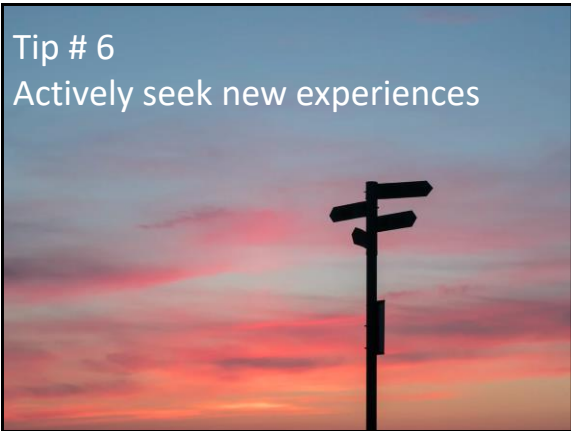
Great ideas are always logical afterwards, but may not be so beforehand

Edward de Bono interviewed 13 Nobel Prize holders and noted that only one had reached his breakthrough discovery through rational, analytical thinking

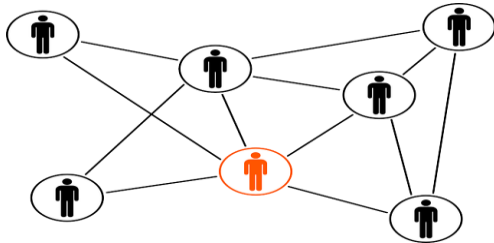


Tip # 6

Actively seek new experiences

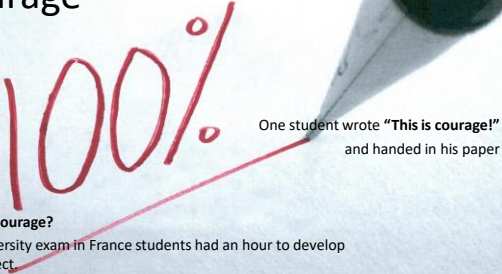


Tip # 7




Creativity is not (only) a solo act

Tip # 8
Courage



One student wrote "This is courage!" and handed in his paper

What is courage?
In a University exam in France students had an hour to develop this subject.



"Come to the edge.
We can't, we're afraid.
Come to the edge.
We can't we'll fall.
Come to the edge.
And they went.
And he pushed them.
And they flew."
Guillaume Apollinaire

Six-word stories

"For sale. Baby shoes. Never worn."
Ernest Hemingway

"Going crazy is valuable, at times."
Dimis Michaelides

Write a story that captures your learning or key insights from today's session – in just 6 words



Thank you



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