



# Creativity Techniques: Threats and Opportunities

**What have we learned?**

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# What is CREATIVITY?

- Creativity is a domain-specific, subjective judgement of the novelty and value of an outcome of an particular actor.
- Creativity is a production of novel ideas that are useful and appropriate to the situation.
- Creativity is the process of engagement in creative acts, regardless of whether the results are novel and useful.

Creativity is, therefore, a.....

***.....socially constructed  
phenomenon***

# What have we learned and how have we learned?

- We observed reactions from participants involved in application of selected techniques.
- We selected techniques for theoretical reasons and not randomly.

# Selected techniques

## Provocation & Movement



- ? randomness
- ? everything goes
- ? a wide range of possible solutions

# Selected techniques

## Creativity template



- ? **highly structured technique**
- ? **not based on randomness**
- ? **efficiency- based**
- ? **based on empirical research**

# Selected techniques

## Six thinking hats



**Integrates activities in  
the iterative process of:**

- ? **producing**
- ? **exploiting and**
- ? **validating**

# Proposition No 1

- *Users of creativity techniques prefer simpler techniques over complex techniques.*
  - *Popularity of the Six thinking hats*
  - *Unpopularity of the ideation process itself*
  - *Regarded as more useful as the Creativity template*

# Proposition No 2

- *Users of a creativity technique prefer technique that simultaneously combines analysis, ideation and evaluation.*
  - *It enables a highly iterative process of analysis, conceptualisation, ideation and evaluation*
  - *It is not just centred on idea generation*
  - *It can also be used prior to ideation*

# Proposition No 3

- *The effectiveness of creativity techniques increase if accompanied with contextually rich case studies.*
  - *There is no panacea for creativity*
  - *Contextually rich case studies could justify its appropriateness*
  - *Thick narrative that enables learning upon analogy*

# Proposition No 4

- *Utility of creativity techniques is context and problem-dependent.*
  - *The difference between industry and service*
  - *Incremental innovations in manufacturing operations*

# Proposition No 5

- *The process of creating ideas is of equal importance with the process of selecting ideas.*
  - When using randomness-based techniques the selection plays the most important role
  - To develop complementary techniques for selection that will favour the most challenging and unorthodox ideas
  - The creator of an idea should take the responsibility for its implementation

# Future research

