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# SOFT SKILLS

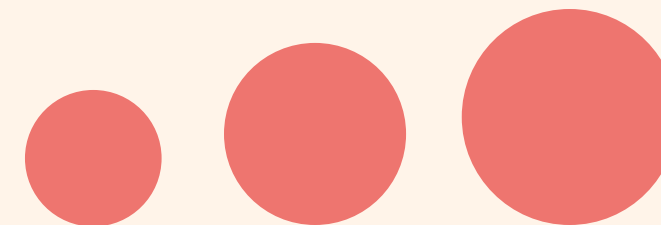
Soft Skills for Youth  
Employment

## CREATIVITY



**SOFT SKILLS  
FOR YOUTH  
EMPLOYMENT**

2022-1-TR01-KA220-YOU-000087078





# CREATIVITY

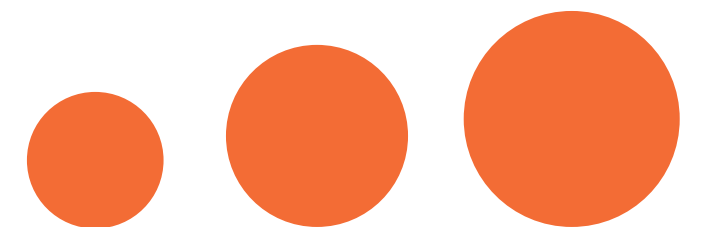


2.0  
hours



Individually or Multiplication  
of 8 people  
(groups of 8, 16, 24)

- Large piece of papers,
- Colorful markers,
- A4 papers
- Materials for one group of 4 people
  - 1 raw egg,
  - 4 x A4 papers,
  - adhesive tape,
  - 1 washing sponge
  - 1 scissors





## AIM OF THE TRAINING



- Developing creativity, becoming aware of individual creative possibilities,
- Breaking down barriers, shaping a creative approach to solving problems,
- Making people aware of and overcoming limitations in ways of thinking and acting, discovering stereotypes.

# STEP 1 - WARM UP ACTIVITY - (10 -15 MINUTES)



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## Sharing a piece of paper

### Step 1.

Take a plain sheet of A4 paper. Divide the sheet into two parts.  
The time to complete this task is a minute or two.

### Step 2.

Now think for a 30 seconds if you want to change it or not.

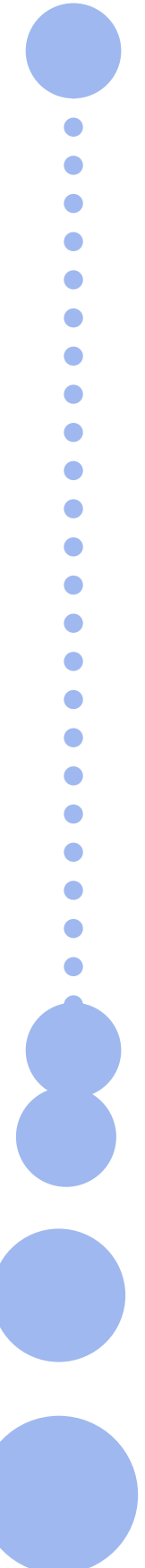
### Step 3.

Take again a plain sheet of A4 paper.  
Divide the sheet into two parts. Try in a different way.  
The time to complete this task is a minute or two.

### Step 4.

Make self reflection. Answer to the questions.

- Are you satisfied with your solution to the problem?
- Has anything changed in your performance the second time around?
- Which solutions surprised you the most?



# STEP 1 - WARM UP ACTIVITY - (10 -15 MINUTES)



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## New uses for items

### Step 1.

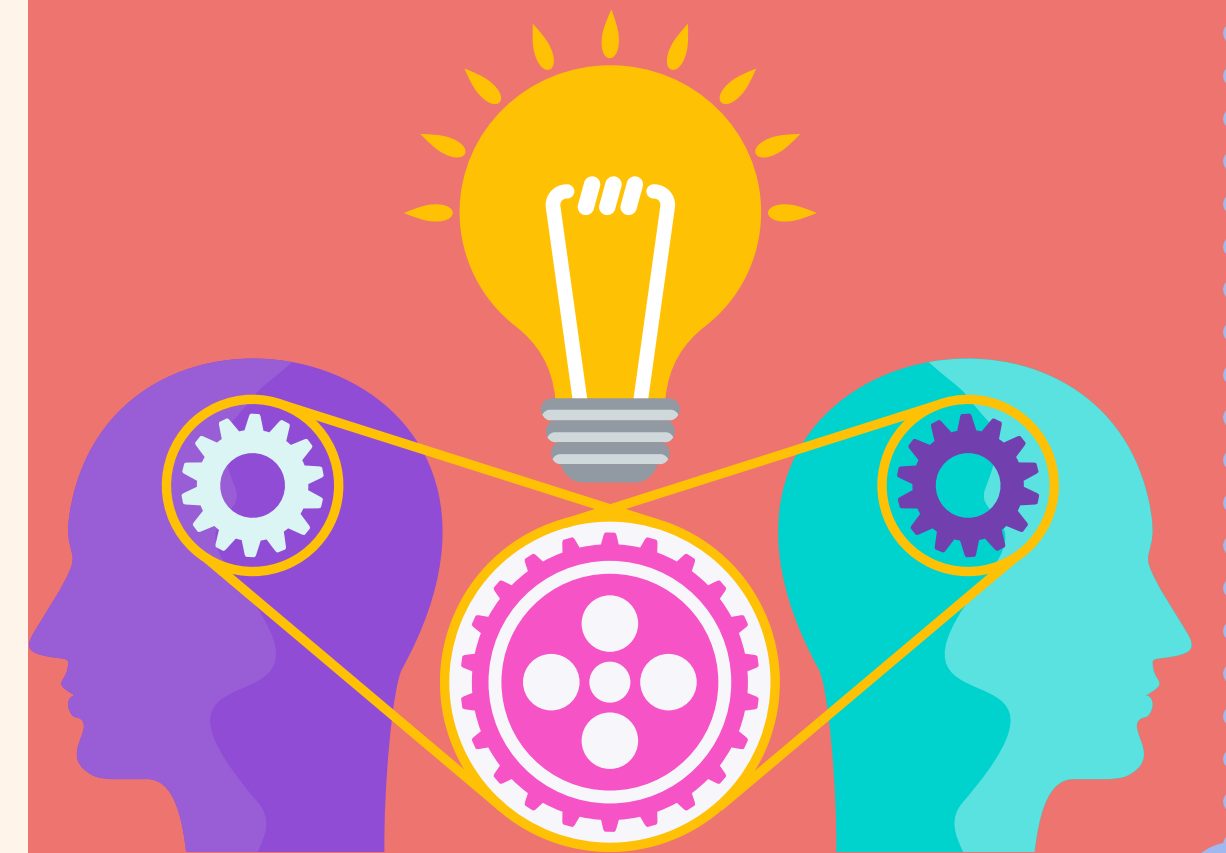
Take a plain sheet of A4 paper. Choose 2 items from the list, think about and list at least **10 new uses and new types of uses for the chosen items**: *cleaning brush, an empty table, a basket for papers, caps, wooden pencil, old hats, outdated computers, worn carpets, sponge, a toothpick, eraser, brick, paperclip*. Time for this task is 4 minutes

### Step 2.

Take again a plain sheet of A4 paper. Choose another 2 items and try to list at least 10 new uses and new types of uses for the chosen items  
The time to complete this task is a 4 minutes.

### Step 3.

Take again a plain sheet of A4 paper. Now try to see if for the 4 chosen items you can list different new uses or types of uses. The time to complete this task is a 2 minutes.



## STEP 2 - UNDERSTANDING CREATIVITY (15 MINUTES)



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As a soft skill, **creativity** is the capacity to come up with **unique concepts, answers, or ways of expressing ideas by combining imagination, critical thinking, and problem-solving techniques**. It entails having the ability to think creatively, see problems from new angles, and come up with original solutions to challenging issues. Artistic expression, strategic planning, and problem-solving in a variety of personal and professional contexts are just a few examples of the wide range of activities that fall under the umbrella of creativity.

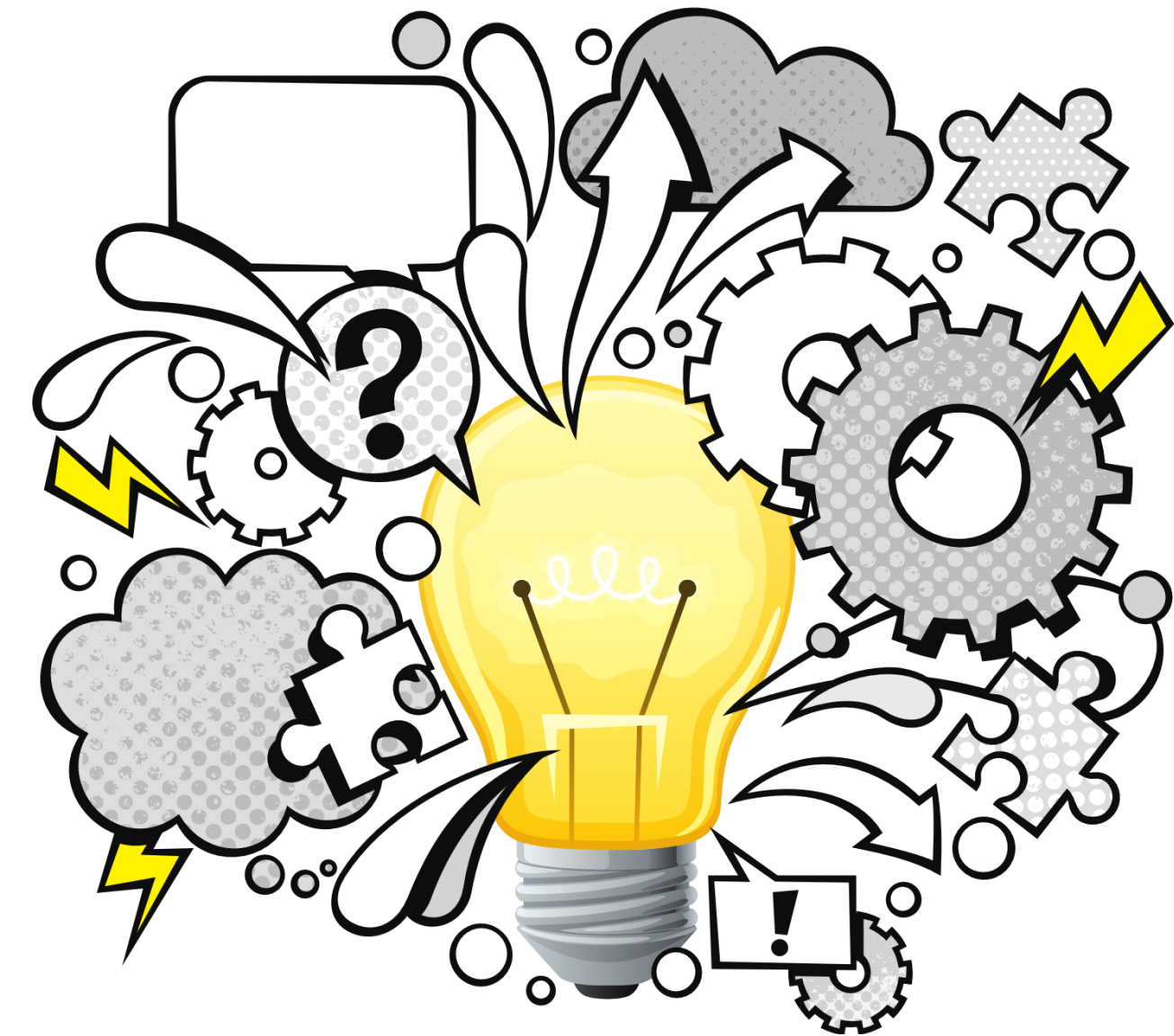






# UNDERSTANDING CREATIVITY

Creativity is highly regarded in the workplace since it can result in the creation of novel goods, services, and procedures. It increases an organization's and individual's overall competitiveness and success by fostering a culture of adaptation and continual improvement. As a soft skill, creativity enhances an individual's ability to manage dynamic and evolving surroundings by supporting other abilities like communication, teamwork, and critical thinking.



# KEY COMPONENTS OF CREATIVITY



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The concept of creativity is intricate and multidimensional, and depends on one's viewpoint and theoretical framework, its essential elements may change. Main elements of creativity:

- Imagination
- Originality
- Divergent Thinking
- Problem-Solving
- Flexibility
- Curiosity
- Risk-Taking
- Critical Thinking
- Knowledge Base
- Motivation





# Development of imagination



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Creating a mindset that supports imaginative thought and actively participating in creatively stimulating activities are two ways to develop your imagination:

- Read Widely
- Explore Different Art Forms
- Practice Mindfulness and Reflection
- Daydreaming
- Play and Experiment
- Engage in Creative Writing
- Visualize Ideas.
- Connect Unrelated Concepts
- Solve Puzzles and Brain Games
- Travel and Experience New Cultures
- Collaborate with Others
- Read Science Fiction and Fantasy
- Take Breaks



# DEVELOPMENT OF PROBLEM SOLVING SKILLS

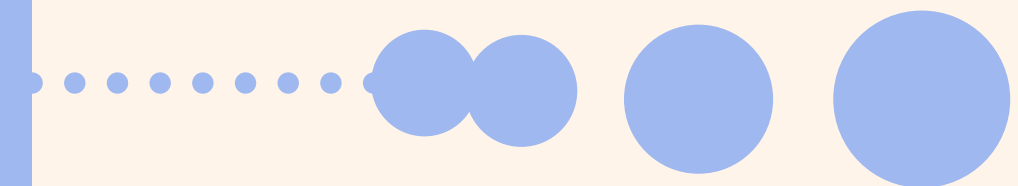


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Mastering the art of problem-solving requires enhancing your capacity to assess circumstances, recognize obstacles, and come up with workable answers. The following are some methods to improve your ability to solve problems:

- Understand the Problem
- Gather Information
- Define Goals and Objectives
- Brainstorm Solutions
- Evaluate Options
- Prioritize Solutions
- Make Decisions
- Implement the Solution
- Monitor and Evaluate
- Reflect on the Outcome
- Seek Feedback
- Learn from Others
- Develop Analytical Skills
- Practice Consistently
- Stay Open-Minded



Numerous obstacles can stifle innovation and prevent the free exchange of creative ideas. Fostering a creative environment requires recognizing and removing these obstacles. Encouraging an environment that is inclusive, transparent, and supportive can help teams and individuals reach their maximum creative potential.

Typical obstacles to creativity include the following:

- Fear of Failure
- Lack of Autonomy
- Negative Feedback and Criticism
- Conformity and Groupthink
- Lack of Time
- Limited or Lack of Resources
- Overemphasis on Productivity
- Overemphasis on Expertise
- Lack of Diversity
- Rigid Mental Models
- Ineffective Communication
- Burnout
- Unsupportive Organizational Culture





Multiple techniques and tools can support the growth of creativity by offering organized frameworks, stimulating original thought, and assisting in brainstorming.



## **Mind Mapping Software:**

MindMeister, XMind, or MindManager allow users to visually map out ideas, relationships, and concepts in a non-linear format, promoting creative thinking and organization.

## **Brainstorming Apps:**

Miro, Stormboard, or Ideaboardz facilitate virtual brainstorming sessions, enabling collaborative idea generation regardless of physical location.

## **Creative Problem-Solving Models:**

Models such as the Osborn-Parnes Creative Problem Solving (CPS) process provide a structured approach to solving problems and generating creative solutions.





**Design Thinking Tools:**  
MURAL or Adobe XD support the design thinking process, helping teams empathize, define problems, ideate, prototype, and test innovative solutions.

**Storyboarding Tools:**  
Storyboard That or Boords aid in visual storytelling by creating storyboards, fostering creativity in narrative development.

**Online Idea Generation Platforms:**  
Ideafly or Stormz provide virtual spaces for idea generation, collaboration, and interactive brainstorming.





## **Creativity Cards:**

Oblique Strategies or IDEO Method Cards, offer prompts and challenges to disrupt conventional thinking and inspire creative solutions.



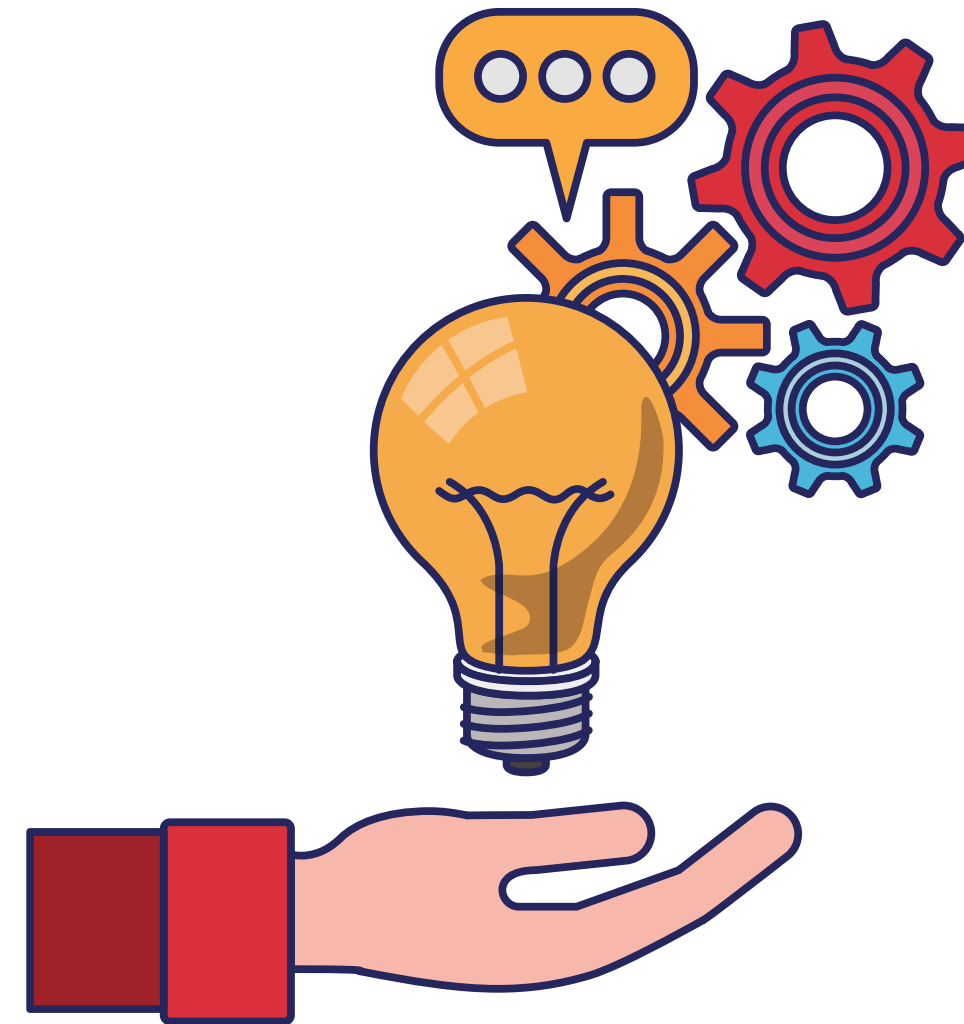
## **Whiteboard and Drawing Apps:**

Autodesk SketchBook or Procreate allow users to sketch and draw digitally, promoting visual ideation and creative expression.

## **Digital Notetaking Apps:**

Evernote or OneNote enable users to capture and organize ideas, thoughts, and inspirations in a digital format for easy retrieval and reflection.





## **Collaborative Document Editing:**

Google Docs or Microsoft 365 support real-time collaborative editing, fostering group creativity and shared ideation.

**Mind-Expanding Apps:**  
Lumosity or Elevate offer games and exercises designed to enhance cognitive skills, including creativity and problem-solving.

## **Online Courses and Learning Platforms:**

Coursera, Udemy, or LinkedIn Learning offer courses on creativity, innovation, and design thinking to enhance your knowledge and skills.





## Inspiration Platforms:

Pinterest or Behance provide visual inspiration and showcase creative work, helping individuals stay informed about current trends and ideas.

## Collaborative Note-Taking Apps:

Notion or Trello allow teams to collaborate on shared projects, organize thoughts, and track progress, fostering a collaborative and creative work environment.

## Creative Writing Software:

Scrivener or Ulysses provide features tailored for writers, helping organize thoughts and enhance the creative writing process.

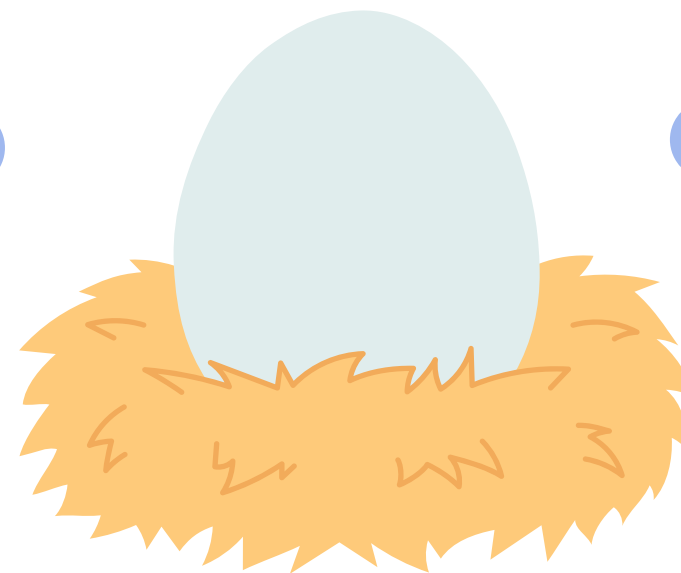
**IN ORDER TO DEVELOP CREATIVITY, YOU SHOULD ALSO EMBRACE CREATIVE HABITS IN YOUR DAILY LIFE, ENGAGE IN A VARIETY OF SITUATIONS, AND CULTIVATE A MINDSET. YOUR CAPACITY FOR CREATIVE PROBLEM-SOLVING CAN BE GREATLY INCREASED BY COMBINING THESE TOOLS WITH A PROACTIVE ATTITUDE TO CREATIVITY.**





# ACTIVITIES

(AS MUCH TIME AS YOU NEED)



VERBAL SELF  
PORTRAIT  
activity 1

EGG  
activity 2

The SCAMPER  
Technique  
activity 3

# ACTIVITY 1

## VERBAL SELF-PORTRAIT



### Task 1:

Write words describing yourself:

- 5 nouns,
- 5 verbs,
- 6 adjectives,
- 3 pronouns
- 3 conjunctions.

### Task 2:

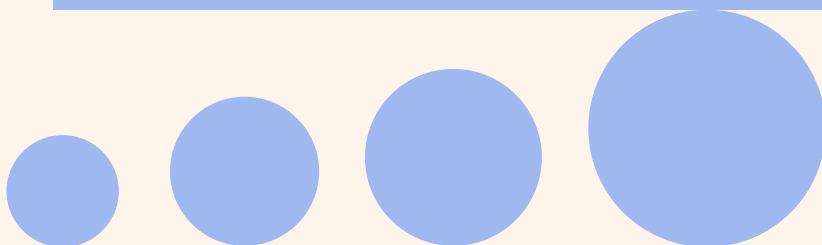
Combine these into sentences that represent you. Write it down.



### Task 3

Debriefing - answer for all questions

- Was it difficult/easy task for you?
- What ideas surprised you?
- Which ideas you find the most creative?
- Would you change your self-portrait after hearing other ideas?



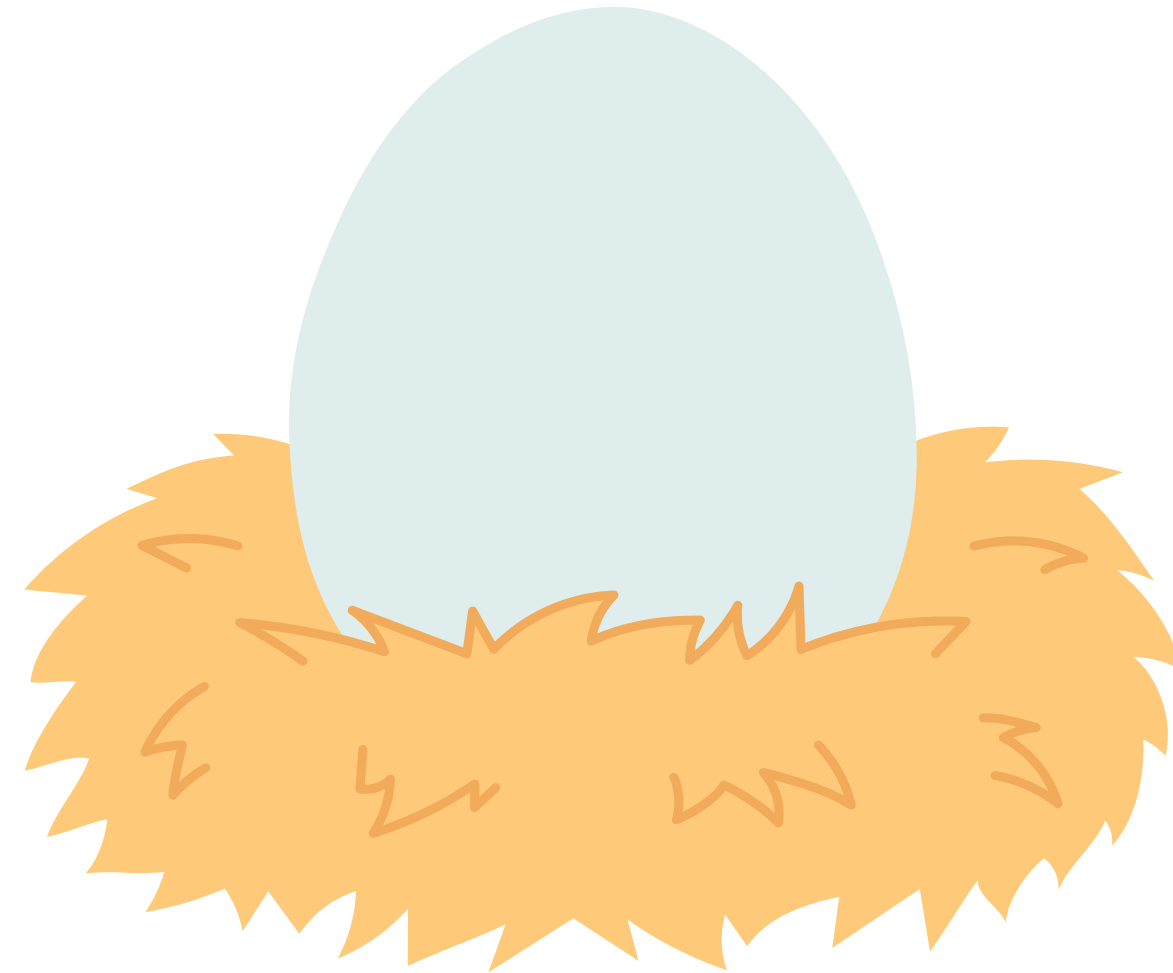




## ACTIVITY 2 - EGG

Your task is to pack the egg in such a way that it can be safely rolled down the stairs. You have 15 minutes to complete the task.

If you failed, take 5 minutes and think what could be changed to safely roll down the egg.



- Was it difficult?
- Are you satisfied with your solution?
- Would you (if yes, what) change anything in your solution? Did you succeed or not?



- Apply the **SCAMPER** framework, which stands for **Substitute, Combine, Adapt, Modify, Put to Another Use, Eliminate, and Reverse**.
- For each element of SCAMPER, generate ideas on how you can apply it to your challenge.

## Challenge 1

Develop a creative marketing strategy for a new eco-friendly product.

## Challenge 2

Design a more user-friendly smartphone.

On the next slides you will have some tips how to use the SCAMPER technique. After you complete each task try to answer the questions.

- Was it difficult?
- Are you satisfied with your solutions?
- Would you (if yes, what) change anything in your solutions?



# ACTIVITY 3 - THE SCAMPER TECHNIQUE

## Challenge 1

- **Substitute:** Consider substituting physical buttons with touch-sensitive controls.
- **Combine:** Explore combining smartphone features with augmented reality capabilities.
- **Adapt:** How can smartphone design be adapted for users with disabilities?
- **Modify:** Modify the shape or material of the phone to enhance durability or aesthetics.
- **Put to Another Use:** Can the smartphone be repurposed for a specific industry or niche market?
- **Eliminate:** Identify features that are rarely used and might be eliminated to simplify the design.
- **Reverse:** Invert the design process, starting with the desired user experience and working backward.





# ACTIVITY 3 - THE SCAMPER TECHNIQUE

## Challenge 2

- **Substitute:** Substitute traditional advertising channels with environmentally conscious alternatives.
- **Combine:** Combine the product launch with a community sustainability event.
- **Adapt:** How can successful marketing strategies in other industries be adapted for eco-friendly products?
- **Modify:** Modify the packaging to be more eco-friendly and eye-catching.
- **Put to Another Use:** Can the marketing strategy be repurposed for a different product or market?
- **Eliminate:** Identify traditional marketing approaches that may not align with eco-friendly values and eliminate or replace them.
- **Reverse:** Invert the traditional marketing funnel, starting with community engagement and building toward product awareness.



# CONCLUSION AND WRAP UP (10 MINUTES)



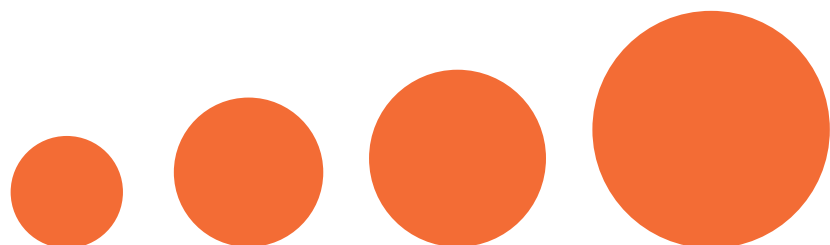
How you felt during all activities?  
What have you learnt about creativity?  
What have you learnt about yourselves?  
What would you like to improve or change?





## WHERE TO FIND THEORY? USEFUL LINKS

- <https://www.indeed.com/career-advice/career-development/creativity-skills>
- <https://hbr.org/2021/06/train-your-brain-to-be-more-creative>
- <https://positivepsychology.com/creativity/>
- <https://www.cambridge.org/elt/blog/2021/12/09/three-lessons-creative-thinking/> <https://www.cambridge.org/elt/blog/2021/02/25/cambridge-life-competencies-creative-thinking/>



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