

Creativity & Innovation

This learning tool has the goal of helping users to:

1. Understand the skill
2. Reflect on and identify ways they use the skill
3. Participate in activities to build skills

What is creativity & innovation?

The Office of Skills for Success defines creativity & innovation as:

Your ability to imagine, develop, express, encourage, and apply ideas in ways that are novel, unexpected, or challenge existing methods and norms.



Reflection

There are many tasks that require creativity & innovation.

Check off the creativity & innovation tasks that you can confidently complete.



- Generate new ideas when guided or encouraged by others.
For example, with encouragement from your family discuss weekend activities ideas.
- Use my imagination and curiosity to generate ideas on my own.
For example, think of weekend activity options on my own.
- Communicate or share your ideas with others.
For example, discuss options for increasing efficiency with co-workers.
- Be open to other people’s new ideas and suggestions to do things differently.
For example, listen and consider the benefits and drawbacks of other people’s suggestions to increase office efficiency.
- Encourage others to discuss ideas for improving upon processes.
For example, lead a group brainstorming session to improve the sales of eco tours and making sure everyone has an opportunity to contribute.
- Try out new ideas.
For example, make an effort to do something differently even if it seems challenging at first.
- Learn from mistakes and failures and develop new ideas from them.
For example, when a new recipe doesn’t work out instead of giving up, alter the recipe based on what you learned.

Look at the tasks you did not check off. We call these your “skills to build”.

How do you use your creativity & innovation skills at home and/or at work?

Activity One

You work as a customer service representative in a local store.

Your supervisor asks you to create a merchandise display beside the Customer Service Desk to highlight three products that will be on sale this week.



Which of the following options demonstrate your ability to be creative?

(Select all that apply)

Brainstorm ideas for the display with your supervisor.

Look at other displays in the store to get ideas, then modify what has been done before to suit the sale items.

Put together the display, then ask your co-workers for feedback and make changes based on their ideas.

Activity One: Review

Skills Coach Answer:

All of these actions demonstrate creativity!

The Skills for Success has three levels of complexity, or difficulty, for creativity & innovation tasks: entry, intermediate, and advanced.

This is an entry-level creativity & innovation task. To demonstrate creativity in this situation you need to generate and try out some new ideas, but there are people available to help you out. There is also plenty of opportunity to try one idea for the display, then make changes over time. The impact of trying out an idea that doesn't work is very low.



Activity Two

Your supervisor was very happy with the small display you set up for the sale products, and now they would like you to create an eye-catching window display at the front of the store.

The goal is to increase customers coming in to the store from the street. You have the freedom to do whatever you think will work.



**How could you use this request to show your creativity and innovation skills?
What will you do if your first attempt doesn't have the desired result of increasing customers?**



Activity Two: Review

Skills Coach Suggestions:

There are multiple people you could speak with.

- Imagine the display from a customer’s perspective.
- Choose some of the bestselling store items to include in the display.
- Display items that have not been highlighted before.
- Watch how customers respond to the display and make changes over time.
- Encourage your co-workers and customers to share their thoughts and ideas with you and make changes based on their feedback.



If your answer doesn’t match the Skills Coach’s suggestions, that doesn’t mean it’s wrong! There are so many ways to use your creativity. A strong answer to this question is one that considers the purpose of the display (to attract customers) and makes decisions based on that purpose. And it’s important to be open to making changes over time!

This is an intermediate-level creativity and innovation task. To complete this task, we have to consider what we’ve done in the past and how we could do things differently in the future. We also need to actively monitor the results to see if our initial choices are effective. If they are not, we need to make ongoing changes by generating new ideas and approaches, until we are successful.

Importance of Creativity & Innovation skills

A curious mindset contributes to developing creativity and innovation skills which are important for overcoming the challenge of coping with change and thinking of new ways to do things and solving problems. Employers are increasingly seeking people who can apply creativity and innovation skills to their work in our increasingly diverse workplaces. For more information on Creativity and Innovation visit the skill components and proficiency descriptors on the [Skills for Success](#) Website. For more information on the Indigenous Skills for Success Journey Refresh Project please visit the [Douglas College](#) Website.

Continue the Journey

How can you continuously improve your creativity & innovation skills?
