



# Creativity in the economic and administrative sector

**To really reinvent something, you have to overcome the burden of experience and let your thoughts fly free.**

**Sometimes you have to overcome the habit of limiting your own thinking. Fortunately, you can develop your creativity just like you exercise your physical condition. The same refers to thinking.**

- That's why you should always practise your thinking!**
- Use your brain!**
- Get your brazy lazy cells moving!**
- Give yourself a chance!**



The background is a collage of creative and professional items. On the left, a laptop is open. In the center, the word 'IDEAS' is written in large, bold, blue letters. Surrounding these are various tools like pens, pencils, and a cup of pens. The overall color palette is warm, with shades of yellow and orange. The text 'Change the world creatively' is overlaid on the right side in a clean, white, sans-serif font.

**Change  
the world  
creatively**

# What is creativity?

Creativity is not the knowledge, but a state of mind.

Creativity is the ability to:

- be surprised
- twist everything around
- ask naive questions
- re-examine reality
- be open
- be persistent



# Creativity is.....



**Creativity is inventing, experimenting, creating something new, and also making mistakes.**

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**The concept of creativity is close to the concept of artistic work.**

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**It is the human ability to frequently generate new and valuable products (things, ideas, methods of operation, etc.)**

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**Creativity is currently a highly valued and desired feature by the labor market.**

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**A good place to learn creativity is a school which is treated as a training ground, a place of practice, a place to test one's knowledge and skills.**

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# Other definitions of creativity:



**The ability to set non-standard ways of action.**



**Easily combine images, symbols, metaphors and develop new ones.**

**The ability to think creatively, which results in providing new solutions.**

Whose brain works  
more intensively at  
work:  
an economist's or  
an administrator's?

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# What is the most interesting, intriguing question a co-worker has asked you recently?



The most intriguing questions at work:

- How fast does blood flow?
- Why do clock hands go clockwise?
- How much water do I need to drink for my body cells to know that it is sufficient?
- Was Pinocchio assertive?





**Is there a toilet in heaven?**





# Idea Killers

Do you know any idea killers?

- Think about the different ideas that have been running through your head, and then read through the list of critical-judgmental voices you may be hearing in your head.
- Perhaps, one of the expressions is known to you

**It won't work!**

**You can't do it this way!**

**It's stupid!**

**It's nonsense!**

**We've already tried it!**

**Don't think this way; it is illogical!**

**It is too late to...**

**It is too early to...**

**Now, it is not good time to ...**

**I'm too young for this**

**I'm too old for this**

**It is impossible!**

**It is wrong.**

**Whose thought was that!**

**Don't mess around.**

**Hurry up.**

**It's irrelevant.**

**It's not time for discussion.**

**What to do when the imagination of employees is fastened with a clip of fear or the need to faithfully reproduce the "repeatability" of the action?**



# Who is creative in here?





## GLUE

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One time a man chose the "wrong" glue and ... that's how the first yellow sticky notes were created, which stick "permanently differently".

## COMPOSER

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A certain composer, at the beginning of the last century, looking at a treble clef, came up with the idea of a paper clip that is popular today. An ingenious law was introduced that the industrial wastewater from the factory to the river must be located before the water intake point of the factory.



## Creativity likes:

- Courage regardless of what others think
  - Courage in crossing stereotypes and comfort habits
  - A sense of humour is the most important disposition of a creative person
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Can you imagine  
a creative person  
being gloomy?

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- **Positive thinking** frees us from the burden of reality.
  - **Colorful hats**, the right thinking tools and multi-sensory warm-ups.
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# What is forbidden? A CHICKEN STRATEGY





Persistent and  
constant repetition  
of the same  
non-working  
patterns

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- Obstacles related to **employees' attitudes.**

- Lack of research mindset and fear of novelty - neophobia (fear of the unknown).

- Impatient pursuit** of any result.

- Copying patterns** and doubling from the work of others

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# INHIBITORS

## Creativity inhibitors (innovation)

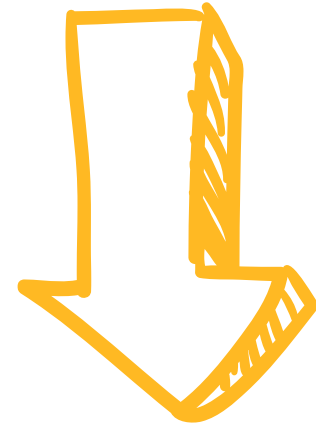
- Barriers
- Obstacles
- Walls

**Inhibitor blocks** - lat. **Inchibeo** (pause) Any blocking factor, inhibiting the start of the creative (innovative) process, limiting its scope and course, or causing its premature termination.



# TYPES OF EMPLOYEES' CREATIVITY INHIBITORS

## GOALS RELATED OBSTACLES



This is the most general type of obstacles to the creativity of employees. It is related to the lack of goals for the development of creativity in awakening and supporting the creative activities of employees.



## ➤ NO PRO-CREATIVE GOALS

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- There are no pro-creative goals and suggested incentives for creativity and innovation

## ➤ SCIENTISM, ENCYCLOPEDIISM

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- Scientism, encyclopedism – employees being perceptually overloaded

## ➤ MAN SAFELY STANDING PATTERN

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- The domination of a man safely standing pattern

## ➤ PROFESSIONAL OVERLOAD

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- Professional overload blocks the possibility of rest and physical recreation, creates haste and deepens the objectification of the employee In companies, there is often no room for program diversity and individualized program of action

## ➤ VISION OF A MAN WITH A CONSERVATIVE ORIENTATION

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- The company's goals are dominated by the vision of a man with a conservative orientation, one-dimensional, a performer, not a creator, a recipient of values and content, not their creator

## ➤ IDLE KNOWLEDGE

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- Idle knowledge - rigidity and imperfection of the law

## Meanwhile...

- In 1927, H.M. Warner of Warner Brothers asked, "Who the hell wants to hear actors talk?"
- Albert Einstein in 1932 said that "there is no indication that nuclear power has ever been obtained."
- Sir Richard Wooley, a British astronomer, declared in 1956 that "space travel is complete nonsense."
- Frank Sinatra said in 1957, "Rock and roll sounds artificial. It's sung, written and played by dummies."
- Ken Olson, CEO of DEC company, said in 1977, "I don't see why everyone should have a computer at home."
- Bill Gates said in 1981, "640 kb should be enough for anyone."



## Engineer Mamón's Principle

"I am a strict mind. I like melodies that I've heard before. Simply. It's... By... No reminiscence. Well, how can I like a song that I hear for the first time."

# The learning process is about bringing the brain to... the state of vigilant readiness



– which means **setting yourself difficult goals** while optimally mobilizing the body - is best for effective learning.





# CQ CREATIVITY QUOTIENT



## FLUIDITY

how many ideas can you come up with?



## FLEXIBILITY

how many different types of ideas can you come up with?



## ORIGINALITY

are the ideas yours or borrowed?



## DETAILS

how detailed are your ideas?

# Be creative



Thank you for your  
attention