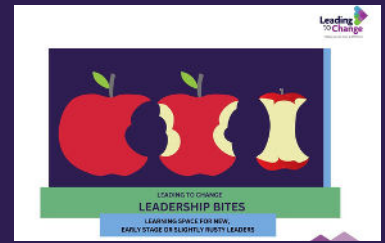


# LEADERSHIP BITES TAKEAWAY



## 5 WAYS TO BE MORE CREATIVE - SESSION 7

### Whet your appetite:

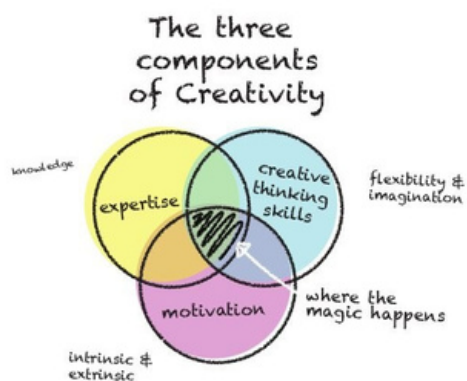
How many times do you get stuck - trying to solve an issue using the same old solutions and think to yourself I wish I could be more creative - then this is the session for you!

To many of us, 'creativity' is a mysterious quality that some lucky people are born with. But the truth is everyone is, and can be, creative. Even if you think your mind works in an entirely logical way, there are techniques and approaches you can use to help you think more creatively.

In this session we will share some ideas to help you become more creative, at work and in life, to generate ideas and find new solutions to challenges you and your team may be wrestling with.

Here we share some easy approaches you can try and help you foster a more creative environment for your team at work. This content is suitable for both those who do and who do not manage teams.

### The Leadership Model:



Creativity requires three key components: expertise, creative-thinking skills, and motivation.

**Expertise** refers to knowledge—technical, procedural, and intellectual. It forms the foundation for creativity, providing the necessary tools to solve problems effectively.

**Creative-thinking skills**- these determine how flexibly and imaginatively individuals approach problems.

These two are essential raw materials for creativity, but the third factor—**motivation, both intrinsic and extrinsic**—determines what people will actually do with these resources. Without motivation, the expertise and creative potential remain untapped.

*“Creativity is seeing what others see and thinking what no one else ever thought.”*

Albert Einstein,  
Theoretical Physicist

### Watch the recording:



### For reflection:

Using the model as your basis:

- How can I build in more opportunities for creativity at work?
- What creativity techniques appeal to me?
- What impact might being more creative have on my work challenges?

### What next:

- What opportunities do I have to be more creative?
- What might get in the way of me being creative?
- How might I overcome these barriers?
- What actions will I take?

### Explore More:

**Watch:** [Leadership qualities : creativity and innovation module](#)

**Read:** [Creative Thinking: What is it, Why is it Important, and How to Develop it?](#)

**View:** [Slides from the session as a pdf.](#)