



Creativity

The use of imagination and the generation of new ideas

GETTING STARTED Imagining and generating ideas

STEP

0

I imagine different situations

- What does imagination mean?
- Why do you think imagination is useful?
- When do you use your imagination?

STEP

1

I imagine different situations and can say what I imagine

- Why is it helpful to be able to explain what we imagine?
- How can we talk about what we imagine?

STEP

2

I imagine different situations and can bring them to life in different ways

- How can you share what you imagine through acting it out?
- How can you share what you imagine through drawing pictures or diagrams?
- What are the advantages of sharing what you imagine in these ways?

STEP

3

I generate ideas when I've been given a clear brief

- What is meant by a brief?
- How can a brief be helpful?
- What are some things that you should do, and avoid doing, when creating ideas to fulfil a brief?

STEP

4

I generate ideas to improve something

- What are success criteria?
- How can we come up with lots of ideas?
- How do we know if an idea will make something better or not?

STEP

5

I generate ideas by combining different concepts

- What are concepts and components?
- How can we combine the components of ideas to create new ones?
- What are the advantages and the risks of doing this?



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INTERMEDIATE Using creativity and developing ideas

STEP

6

I use creativity in the context of work

What is creativity?

Why is creativity important?

How is creativity useful in doing your work?

STEP

7

I use creativity in the context of my wider life

How can creativity be used in different areas of life?

Why is it helpful to see when you are being creative?

How can you learn from being creative in different areas?

STEP

8

I develop ideas by using mind mapping

What is a creative tool?

What is a mind map?

When are mind maps most helpful?

STEP

9

I develop ideas by asking myself questions

Why is questioning a vital part of developing ideas?

What sort of questions are likely to help to improve your ideas?

What do you need to know to ask good questions?

STEP

10

I develop ideas by considering different perspectives

What do we mean by perspectives?

Why might there be very different perspectives on the same idea?

How can you make sense of different perspectives?



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ADVANCED Innovating effectively

STEP 11

I innovate effectively when working in a group

What can the advantages be of innovating as a group?

Why is there a risk of a group reaching consensus too soon? How can this be avoided?

Why is it essential to take on broad perspectives when innovating? How can a group achieve this?

STEP 12

I innovate effectively by seeking out varied experiences and stimuli

What are experiences and stimuli?

What role do experiences play in the creative process?

Why are stimuli also essential in the creative process?



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MASTERY

Supporting others to innovate

STEP 13

I support others to innovate by sharing a range of tools

When might you have to support someone else to be creative?

What tools might support them to explore ideas further?

How could you support them to boost their creativity more broadly?

STEP 14

I support others to innovate by evaluating the right creative tools for different situations

What are some of the things you need to know to suggest the right creative tool for a situation?

Which tools support generating ideas, refining ideas and working as a group?

How can you build a culture of creativity?

STEP 15

I support others to innovate by coaching them to be more creative

What is coaching, and why is it relevant to creativity?

How can you support structuring a project through coaching?

How can you coach someone to become more confident in their creativity?