

UNIT 3

CREATIVITY

Creativity is the act of turning new and imaginative ideas into reality. It means the ability to think outside the box, resulting in different approaches to any particular task.

Creativity is characterized by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena and to generate solutions.

Creativity involves two processes: thinking, then producing. If you have ideas, but don't act on them, you are imaginative but not creative.

“Creativity is seeing the same things as everybody else but thinking of something different.”

“Everything you do that is not habit is creative.”

Definitions of Creativity:

Creativity is defined as the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others. - Robert E. Franken

A "mental activity performed in situations where there is no prior correct solution or answer" - Encyclopaedia of Creativity, vol. 2, "Teaching Creativity"

Creativity is best described as the human capacity to solve problems or to fashion products in a domain, in a way that is initially novel but ultimately acceptable in a culture. - Gardner

The Creative Mind

The creative mind is a psychological concept by nature.

Creative mind can be understood as a mind containing faculties, such as reasoning, cognition, memory, sensation etc., that provides ability to an individual to produce something new through imaginative skill for solving a problem or for finding something qualitatively new, or something which is unique solution to overcome a confronting situation or any new method of production or operation which reduces cost and increases efficiency and effectiveness.

Traits of a Creative Mind:

- ✓ Receptive, future oriented
- ✓ Open minded and observant

- ✓ High reasoning ability
- ✓ Curiosity, challenging set conventions
- ✓ A good sense of wit and humour
- ✓ High adaptability and tolerance
- ✓ Flexible and very energetic
- ✓ Connect the dots and spot underlying patterns
- ✓ Are not afraid to think and do things differently
- ✓ Are prepared to make mistakes and take risks
- ✓ Willing to accept failures as a stepping stone to success.

Creativity & Innovation

Although used many times as synonyms, the two terms are distinctly different.

While creativity is a mental process which includes the generation of new ideas or concepts, or adding new dimensions to the existing ideas, innovation is the implementation of ideas.

Innovation is creativity in practice. When a creative idea is implemented and find commercial use, it may be termed as an innovation.

Importance of Creativity

- **Helps identify problems:** Creativity can bring to the open problems hidden within that which seems to be smoothly running.
- **Helps solve problems resourcefully:** Problem solving seeks to overcome obstacles and find solution that best resolve the issues. Creativity helps generate novel, useful ideas and solutions to everyday problems and challenges.
- **Expression of individual uniqueness:** Creativity provides an outlet to people to identify their hidden talents and uniqueness.
- **Enhances intellectual growth:** Creative thinking helps an individual to be more logical and analytical. Using the right and left brain gives creative people an extra edge in developing the intellectual abilities.
- **Nurtures social development:** To think creatively people need to see the world from different perspective through the life stories and experiences of fellow human beings. Creativity thus nurtures social interactions, understanding of social environment and social development.
- **Acts as a motivator:** Once individuals experience the power and beauty of creativity they usually feel motivate to peruse it further.

- **Effectively breaks barriers:** Creativity helps individual to step out of their comfort zone and helps break barriers of that which was though was not possible.
- **Acts as a catalyst:**
- **Enhances productivity:**
- **Aids in decision making:**

Elements of Creativity

Cognitive element – Related to cognition, meaning the mental act of acquiring knowledge that involves the processing of sensory information

- Perception, Awareness, Judgment, Insight, Intuition, Attraction to Complexity

Affective Element – Affect as an element of creativity refers to liking or disliking the key aspect of the subject.

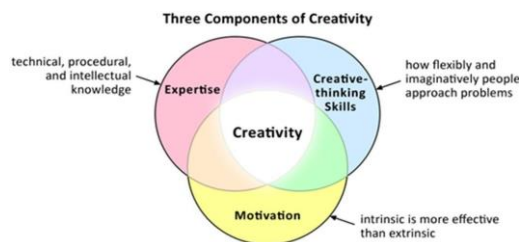
Motivational Element – Motivational element is very natural in highly creative people. When creativity is infused into individuals at their formative ages, they are seen to be far more motivated to be creative in later stages of their life.

Personal element

- Observation, imitation, provocation, continuity

Influence & Creativity – Creativity is intensely influenced by anything and everything around us. Creativity is influenced by three aspects viz. a problem, environment and willingness to explore.

Flexibility & Creativity – Flexibility is the ability of an individual to easily scrap or discard or abandon a set way of thinking and doing things, in order to get new ideas, practices and adapting to new ways of working. Non flexibility or rigidity is a barrier to creative thinking.



Factors Influencing Creativity

Creativity is a common human trait; but it may be developed by factors such as:

1. Socio-cultural background
2. Differences of personality
3. Specific personal proficiencies such as knowledge and skills

Creativity is influenced by individual factors as well as organizational factors.

Individual Factors: Age of the individual, levels of curiosity, passion and competition faced by them influence creativity.

Organizational settings include: management practices, leadership styles, job design and human resource policies. Complex and challenging jobs that; allow workers to decide how to carry out their tasks.

Managerial behavior is another factor that influences creativity. By introducing strong values, beliefs and assumptions, creativity can be enhanced.

Diversity is known to enhance creativity. Having people from different disciplines, backgrounds, personality types helps bring in fresh perspectives and different ways of thinking about problems.

Resources are important not only for carrying out task, but also effects the perception of the people. Organizational adaptability means continually and intentionally changing routines. Internal conflicts in the organization also influence creativity.

Uncertain Situations: Creativity is enhanced in uncertain and unfamiliar circumstances.

Barriers of Creativity

- × Laziness and complacency
- × Fear of Failure
- × Suppression of curiosity and creativity
- × Narrow thinking
- × Negative attitude
- × Non adaptability to changing circumstances
- × Isolation from social environments and interactions
- × Negative social environment

- × Physiological inability
- × Believing the myths about creativity

Methods of Enhancing Creativity

- ✓ Rephrasing the problem to give it a fresh perspective
- ✓ Breaking up the problem into smaller, manageable parts
- ✓ Using different language structures: Put it positively, put it in question form, make it exciting
- ✓ Stimulate yourself to think beyond the obvious
- ✓ Habituate yourself to try learning something new everyday
- ✓ Trust your intuitive abilities
- ✓ Enhance imagination
- ✓ Capture ideas that occur to you – any place, anytime
- ✓ Take risks, have courage to be creative.
- ✓ Ask questions, look for different perspectives
- ✓ Interact, be aware of social environment
- ✓ Be physically and emotionally fit

Techniques of Creativity

Brainstorming

It is a process for generating creative ideas and solutions through concentrated and freewheeling group discussion. It combines a relaxed, informal approach to problem solving with imaginative thinking.

Step 1: preparing the group - 8-10 People who are experts in respective fields are selected from cross section of the company/ industry.

Step 2: presenting the problem - The problem is placed before the panel in proper perspective. Adequate information and a clear picture is provided to them.

Step 3: guiding the discussion - Initiate discussion & record the opinion of all the members of the present. Encourage participants to express whatever ideas, solutions which come to mind, no matter how stupid or trivial. Consolidate & document all the opinions recorded for further analysis and implementation.

Brain storming can also be done on an individual level. It is based on free thinking & whenever creative ideas flash, they have to be noted down immediately. The ideas can be analysed at a later time.

Attributes listing

In this technique, when a problem is confronted we have to list all the attributes of the problem. This gives us a direction to think on those lines required. It breaks down a problem into smaller parts to enable us to examine each part.

Attributes listing technique is popular in business enterprise as the permutation & combination of different attributes & features of products will help come out with a novel product/service. It is an effective method for generating new ideas by making new combinations of the components.

Mind mapping

Mind mapping facilitates the structuring & visualization of problem situations. It is technique for drawing visually information in diagrams,

Process:

- A big sheet of paper, colour pencils / crayons of different colours are required
- The mind map is created around a single work or text placed in the Centre called central key work/idea to which associated ideas words & concepts are added as branches
- The individuals must use multiple colours throughout the mind map for visual stimulation & also to encode or group ideas together
- Individuals can develop their own personal style of mind mapping

Six thinking hats

The 6 thinking hats philosophy was proposed by Edward De Bono. He identifies 6 distinct directions in which the brain can be challenged; each direction is assigned a colour which signifies a direction of thinking, the colours as follows

1. White hat - here the problems are analyzed by studying the past of data & trends are noted to identified to some solutions to the problem
2. Red hat – In this thinking process emotions, feelings etc., work to find creative solutions to a problem
3. Black hat – This thinking focuses on judgment & evaluation
4. Yellow hat – This a positive and optimistic way of thinking. It identifies & explores positive ideas for benefits & value

5. Green hat - Focuses on possibilities alternatives new perception & concepts
6. Blue hat - The focus here is on control & looking at the big picture

Some of the other techniques of creativity are as below:

Lateral thinking

Synectics

Neuro-Linguistic programming

TRIZ

Fuzzy logic

Method 635

The morphological box

Attributes Listing

UNIT 5

CAREER PLANNING

Career

Career is a life time activity, referring to the progress and actions taken by a person throughout a lifetime, especially those related to that person's occupation. A career is often composed of the jobs held, titles earned and work accomplished over a long period of time, rather than just referring to one position.

For example, an individual's career could involve being a lawyer, though the individual could work for several different firms and in several different areas of law over a lifetime.

Career Planning

Career planning involves the setting of one's long term goals which direct him/her to choose a specific career path.

According to Edgar Schein, "career planning is a continuous process of discovery in which an individual develops his own occupational concept as a result of skills or abilities, needs, motivations and aspirations of his own value system."

Process of Career Planning:



Step 1: Self assessment / knowing yourself

You first need to ensure you know your own strengths and weaknesses, what interests you and what you are good at. Many self assessment tests are available online and offline to assist you in discovering your true self. Ask your friends and parents how they see you, and then see how this information correlates with the self-assessment profile you have worked out.

Step 2: Awareness of Career Options / Opportunities Available

This step is about exploring the various occupations, career opportunities and learning areas that interest you. Once you have some idea of your occupational preferences you can research the specific skills and qualifications required for those occupations. Explore occupations that interest you and ask yourself how your skills and interests match up with these occupations? Where are the gaps? What options do you have to gain these skills or qualify for these occupations? At the end of this step you will have a list of preferred occupations and/or learning options.

Step 3: Making Decisions / Choosing a Career

This step involves comparing your options, narrowing down your choices and thinking about what suits you best at this point in time. At the end of this step you will have narrowed down your options and have more of an idea of what you need to do next to help you achieve your goals.

Step 4: Taking Action / Implementing and Reviewing Career Plan

Here you plan the steps you need to take to put your plan into action. Use all you have learnt about your skills, interests and values together with the information you have gathered about the world of work to create your plan and implement it. Make a concrete plan setting out the various goals and time scales (including deadlines) for acquiring the qualifications you will require to work in your chosen profession.

Essentials to Plan A Career:

Do the home work – know and understand self, career options available

Be serious about academics, co-curricular and extra curricular activities.

Have a good and positive attitude

Have a clear idea of your vision and goals

Awareness of Different Careers (For Ex: In Commerce, In Management Education)

Due to competition and challenging job profiles, there is enormous demand for managerial cadre in corporate. In the field of commerce and management, one is taught to work with a team, in order to achieve some predefined goals and targets of the particular organization.

Some career opportunities in commerce – Chartered accounting, company secretaryship, banking and financial institutions based careers, accounting jobs and so on.

Some career opportunities in management – careers in supply chain management, logistics, brand management, disaster management, operations management, promotion and selling, market research, materials management, quality assurance, industrial management, real estate management, production management, construction management.

Sources of Information

The individuals must find out more ways to find a job that enhances the greater opportunities to succeed. The sources of job information are:

Online job portals – the job vacancies are listed online through various job portals. Few job portals list vacancies for a variety of jobs, while others have job in specific industries, such as IT. This saves money, time, effort, as well as provide a lot of choices.

College placement cells- college placement services in today's scenario provide opportunities for college students in resume and interview preparation and tools to practice and improve skills. They also arrange for interviews in college campus and help employers in fulfilling their recruitment needs.

Newspaper advertisements and articles - many companies prefer to give the advertisements in the newspapers. Newspapers have broader reach and this can be a tool for job search.

Libraries - it helps to provide the knowledge regarding the job opportunities through many magazines, journals, newspapers, etc. people can make use of the resources available in the libraries to gain knowledge of different job opportunities in the market.

Recruitment agencies - often advertise vacancies in newspapers, on their own websites on behalf of employers etc. the candidate normally needs to register with an agency before they can apply for the vacancy. Recruitment agencies will contact the candidates about the job if the candidate fulfils the basic criteria. It is an effective way to access jobs that are not publicly advertised.

Career expos / fairs – many recruitment agencies, universities and industries hold job expos. In career expos,

we find many companies. The employers provide information about job opportunities at their companies and list vacancies. The candidates have the opportunities to apply in many companies at once. The candidate must take a few copies of their resume and they should be well prepared for interviews.

Personal reference – the individuals must talk to everyone they know and develop connections with people who can either give them the information about potential job openings or introduce them to others who have this information.

Contact employers – contacting employers directly allows the candidate to tap into the large number of jobs that are not advertised. Many of these jobs are filled by people who have friends, relatives or other contacts through the organization. They are also filled by people who have taken the time to contact the employer or sent an application. The candidate can get the contact details through the company websites.

Career Counselling

Career counselling consists of services that help people successfully manage their career development. It can be offered to individuals or groups. It is to support an individual through his/her entire career.

Career Counsellors are those professionals who provide career guidance include career counsellors and career development facilitators. Professional career counsellors through their expertise in career development and labour markets can put a person's qualification, experience, strengths and weakness in a broad perspective taking into consideration their desired salary, personal hobbies and interests, location, job market and education.

Through their counselling and teaching abilities they can additionally support people in gaining a better understanding of what really matters for them personally, how they can plan their careers autonomously or help them in making tough decisions and getting through times of crisis. Finally career counsellors are often capable of supporting their clients in finding suitable placements or jobs.

Benefits of Career Counselling

The candidates are under a pressure to make a good life. The candidates are in need of suitable job opportunity in order to fulfil their dreams. The career counsellors play a vital role in achieving these dreams. The benefits of career counselling are – realize aptitude, guidance, evade confusion, determine strengths and weakness, goal setting, job search support.

