

# Creativity among individuals and groups

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Group Dynamics Seminar



# What is creativity?

**Creativity** is a mental process involving the generation of new ideas or concepts, or new associations between existing ideas or concepts.

The products of creative thought are usually considered to have both *originality* and *appropriateness*.

-- Wikipedia



# The creative process

“Chance only favors the prepared mind”  
– Louis Pasteur

## ■ Preparation

- literature searches, etc.

## ■ Incubation

## ■ Illumination

## ■ Verification

- must pass tests of validity, consistency, feasibility, etc.



# The creative process

Alternatively (from NPD programs):

## ■ Concept

- initial ideas are developed into specifications
- *Preparation, Incubation, Illumination*

## ■ Implementation

- specifications are translated into design plans and technical work is done
- working out the details/putting it all together
- *Verification*



# Individual Creativity

## ■ Personality

- openness to experience
- conscientiousness
- extraversion
- (agreeableness)
- (emotional stability)

## ■ Cognitive Abilities

## ■ Expectations

- “creativity is a response to the creative requirement inherent in work”
  - Unsworth, Wall, Carter (2006)



# Group Creativity

## Information Sharing

- informal discussion better during concept phase
- formal discussion is better during development phase
  - Schulze, Hoegi (2006)

## Discussion Stimulus

- high stimulus yields high results from “high thinkers”
- low stimulus yields low results from all
  - Valacich, Jung, Looney (2006)

## Time-pressure

- inverted-U relationship between creativity and time-pressure
  - Baer, Odham (2006)



# Fostering Creative Thinking

- Make creativity a requirement from the beginning
- Provide a support structure for creative thinking/risk-taking
- Remember the timeline!
- Encourage group discussions
- Consider different ways to share ideas depending on place in creative method (concept vs. development)
- Consider different methods of assessment for encouragement of creative work vs. conscientious work
  - Chamorro-Premuzic (2006)



# Citations

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