Good Life Engine
1.03.23

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CREATIVITY

WARMUP!
WARMUP!
WARMUP!
WARMUP!

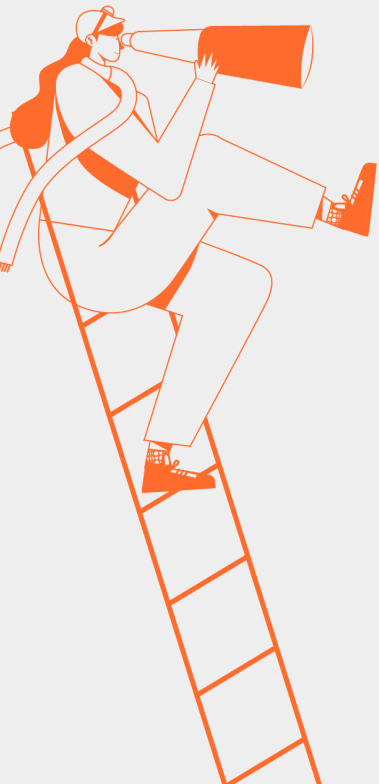3min 30 sec

WARMUP! WARMUP! WARMUP! WARMUP! WARMUP!

Debrief

3min 30 sec

"Creators are creative because they believe they are creative"

Michalko, Michael. Thinkertoys.

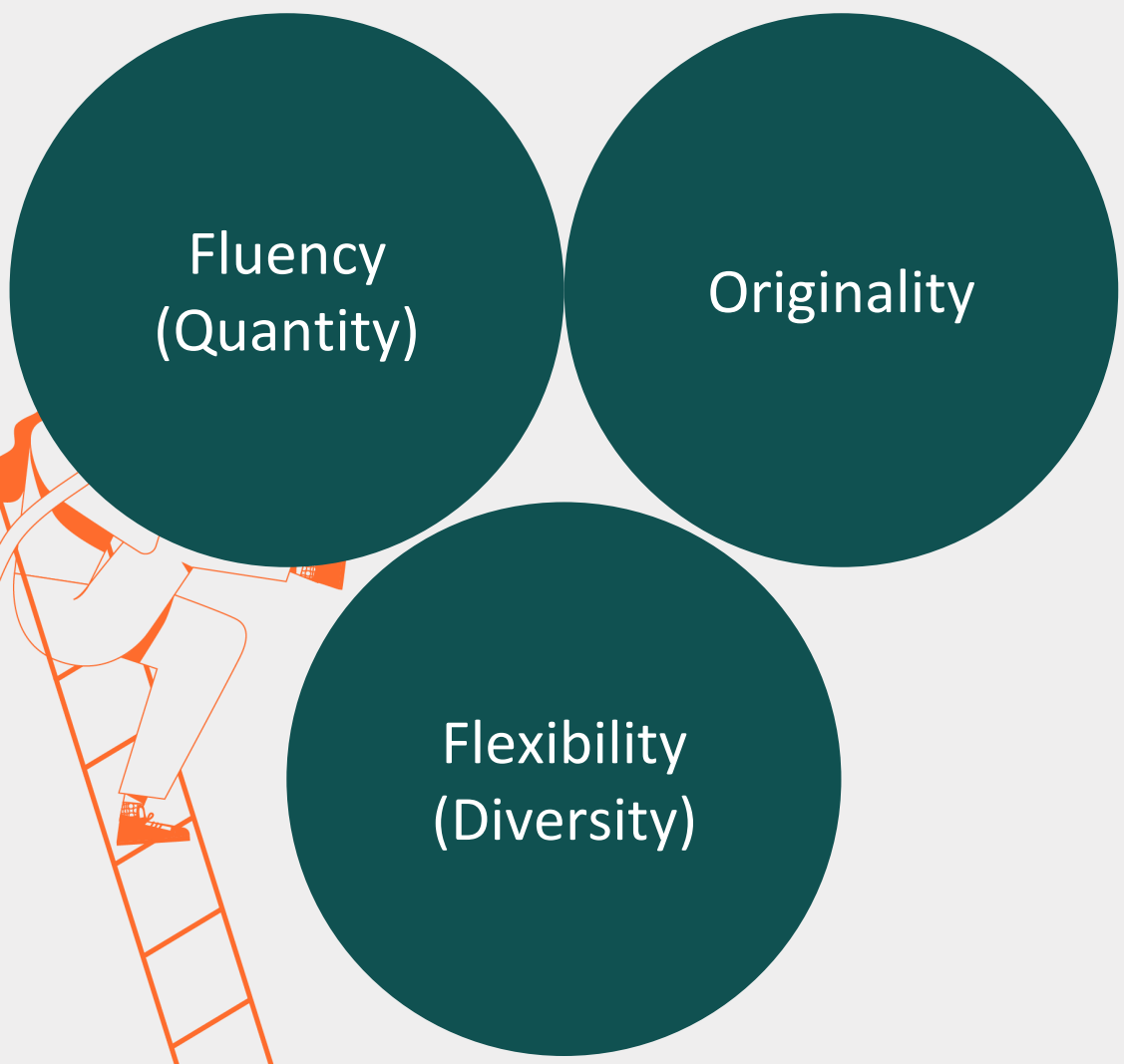# Do we need creativity? Why?

What does the research tell?

How creativity is measured in research

Fluency (Quantity)

Originality

Flexibility (Diversity)

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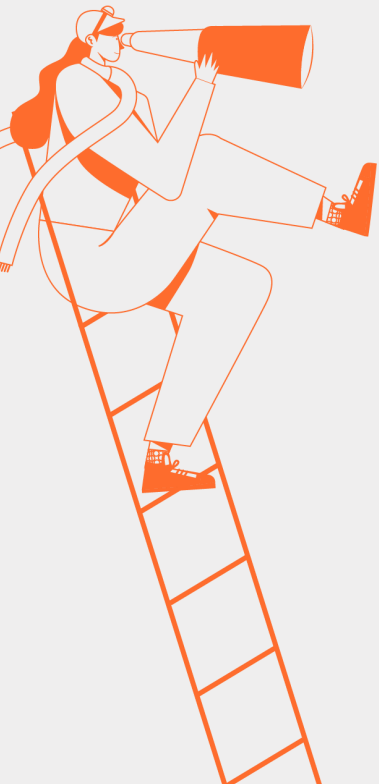Aalto Ventures Program

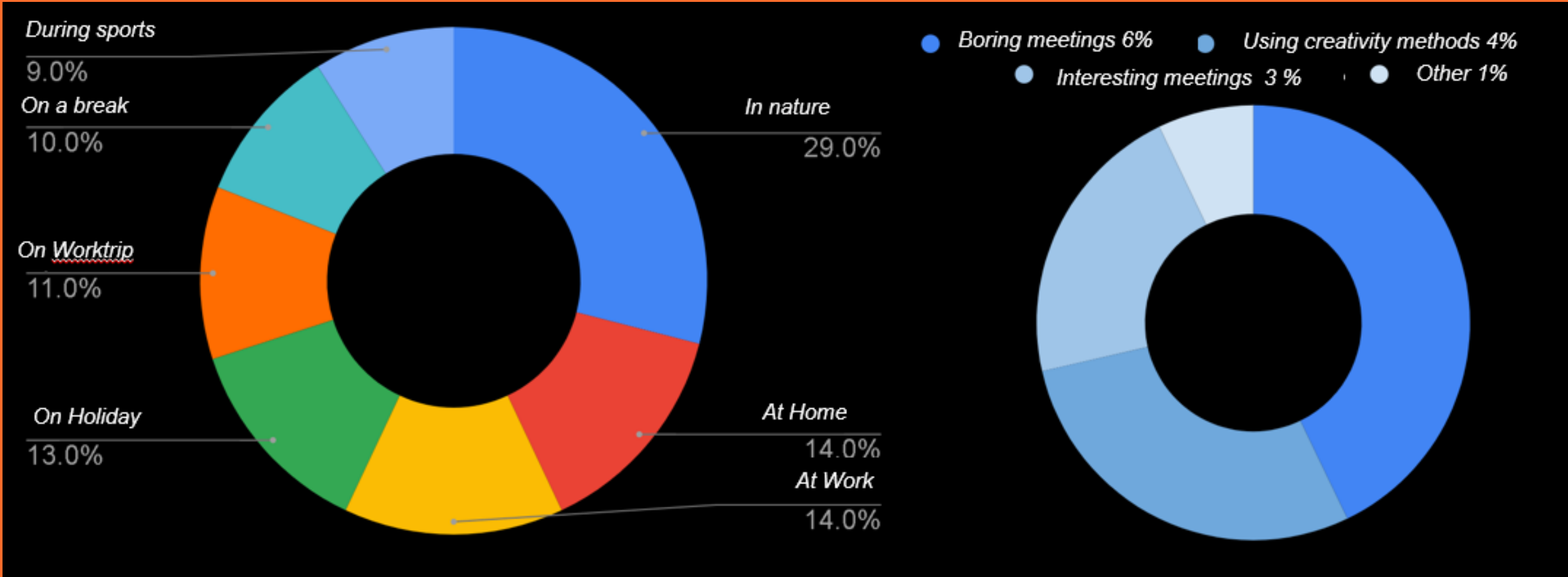# How creativity is measured in research

Fluency (Quantity)

Originality

Flexibility (Diversity)

Usually the first 100 ideas are the same for everyone

How do you get original ideas?

During sports 9.0%
On a break 10.0%
On Worktrip 11.0%
On Holiday 13.0%
In nature 29.0%
At Home 14.0%
At Work 14.0%

Boring meetings 6%
Using creativity methods 4%
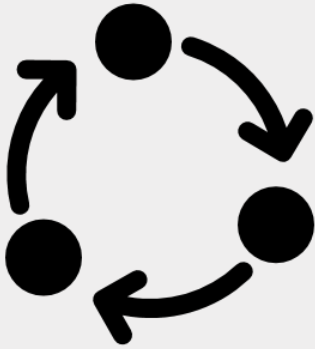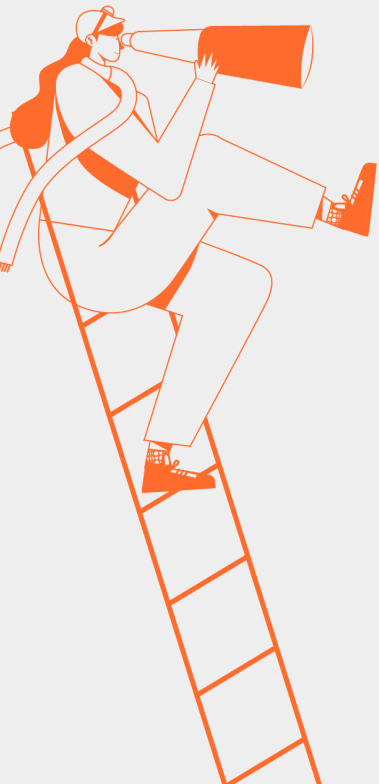Interesting meetings 3 %
Other 1%

Laakso, M. and Liikkanen, L.A., 2012. Dubious role of formal creativity techniques in professional design. In DS 73-1 Proceedings of the 2nd International Conference on Design Creativity Volume 1 (pp. 55-64).

Real life happens
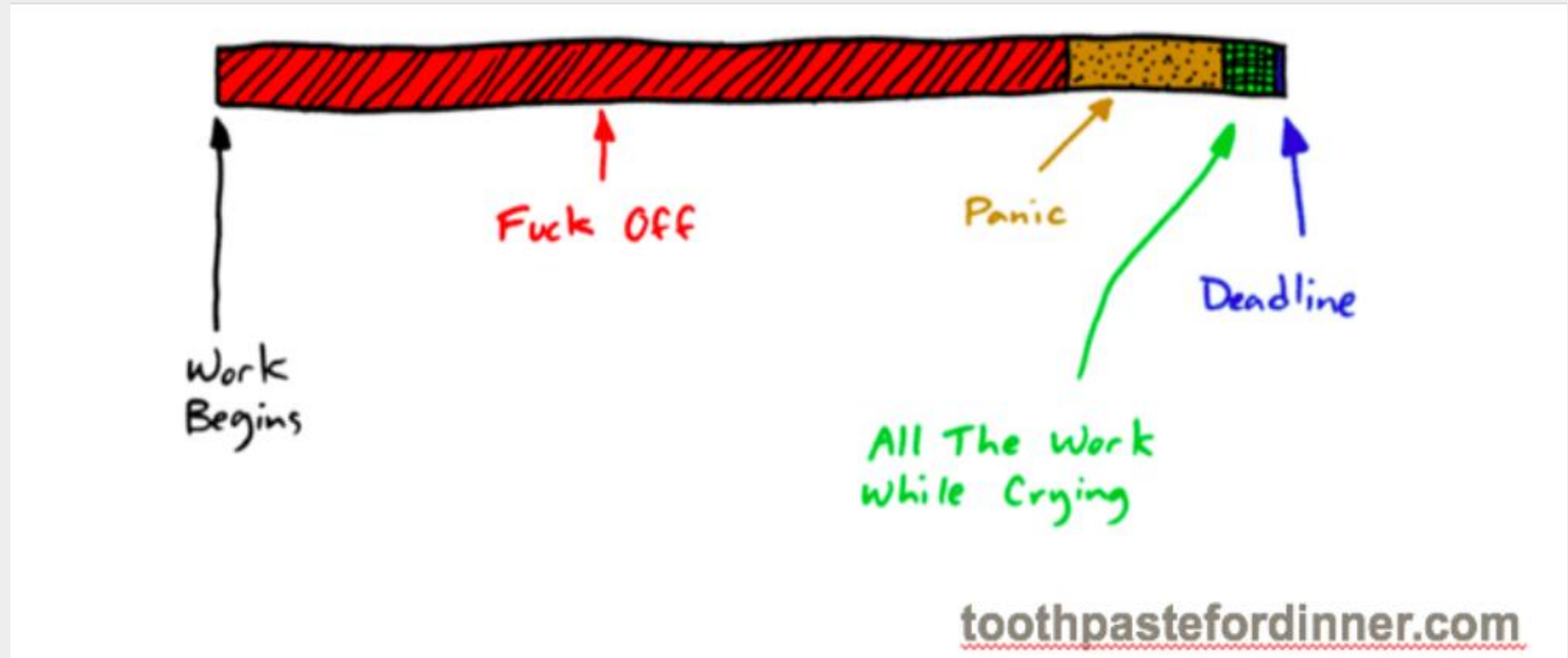
Methods

Benefits of methods

- Generating a lot of ideas requires less work

- Systematic process facilitates and makes generating ideas faster

- Methods cover different angles, approaches, and point of views for the problem

- People, teams, problems, and situations are unique, thus one method cannot be better than another
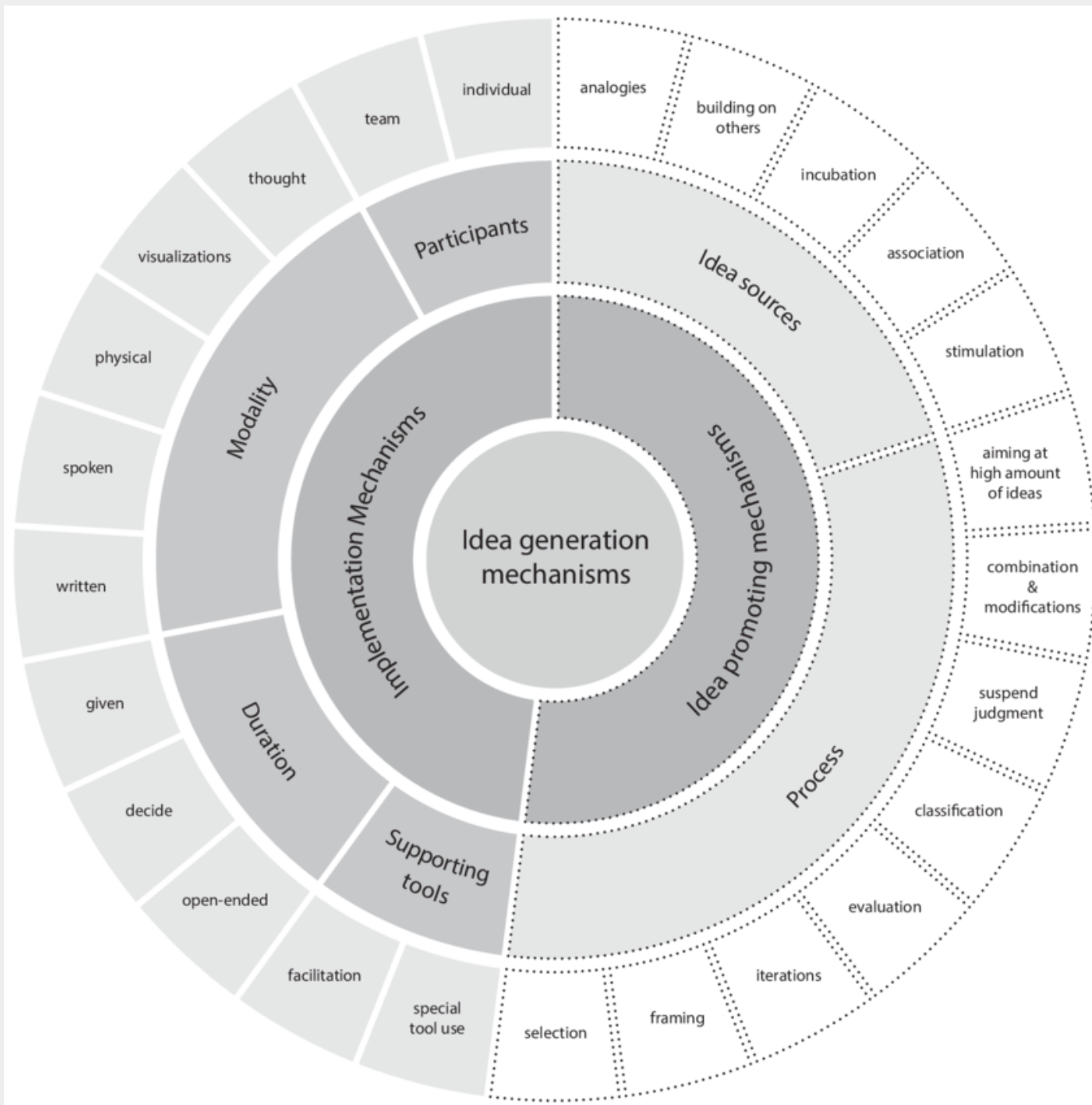
Kirjavainen, Senni & Hölttä-Otto, Katja. (2020). Deconstruction of idea generation methods into a framework of creativity mechanisms.

Any method is better and no method at all!
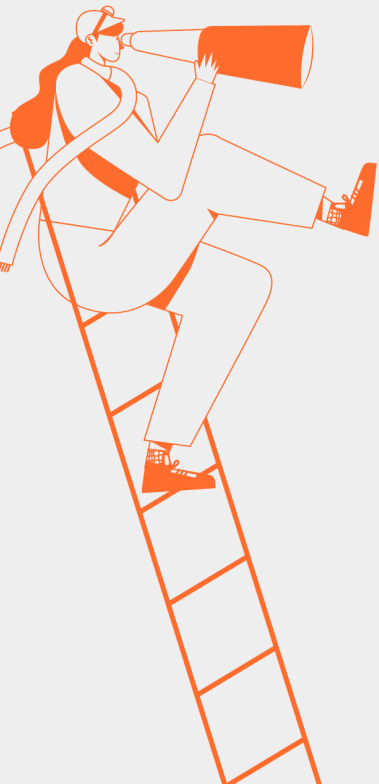
Methods

- Crazy and stupid ideas are desired
- Valuation of the ideas should be done only after generating ideas
- Focus on the subject
- Aim for quantity
- Take advantage of your personal interests and experiences
- Build on top of others' ideas

Some examples

- Substitute

- Combine

- Adapt

- Modify

- Put to another use

- Eliminate

- Reverse
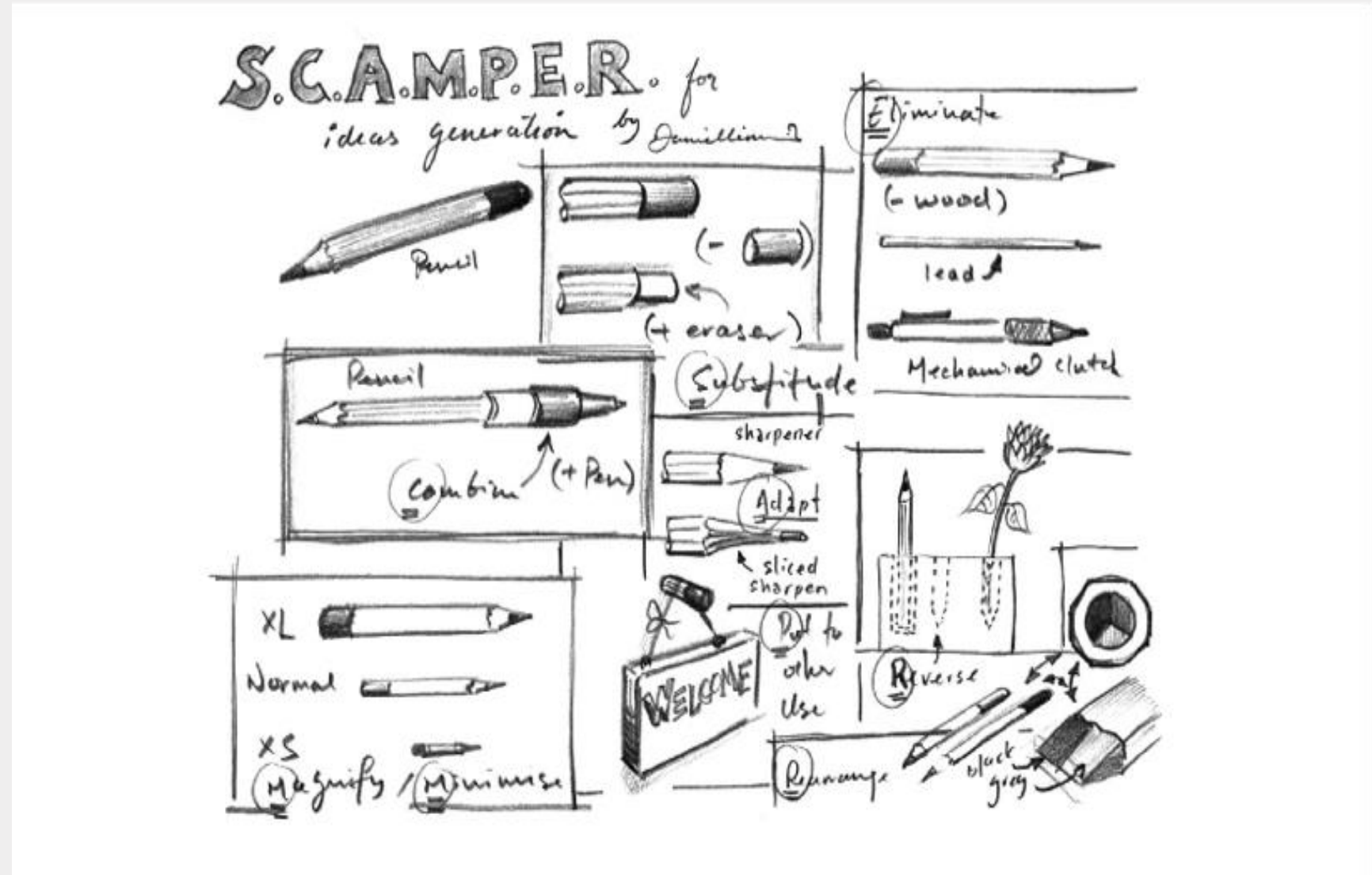
Reverse Brainstorming

- Only think about bad ideas or ideas that could not work

- Done as regular brainstorming

- Afterwards see if there is a possibility to turn any ideas in to feasible ones or if you could use parts of some of the bad ideas

- Completely new perspective
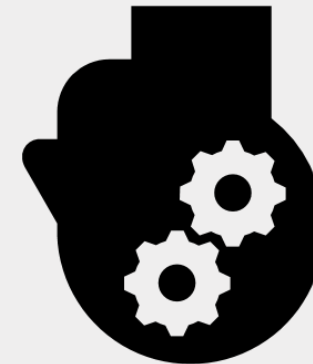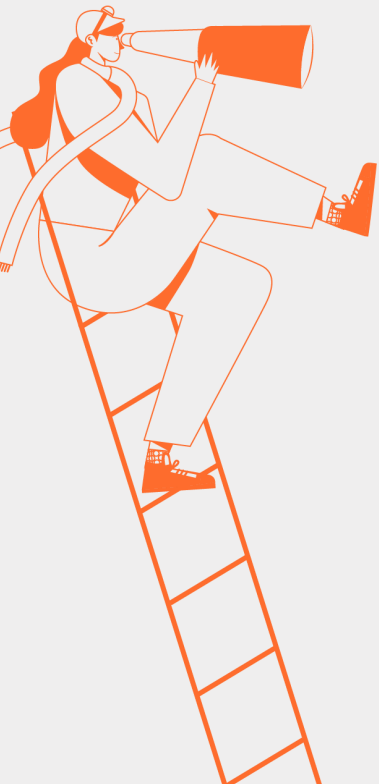
Random entrypoint

- Word, sentence, picture, video or physical object

- Stimulating exercise

- Meaning of the exercise is to get a completely new perspective

- Analogies:

- - Nature

- - Different fields

- - Hobbies

- - Other personal experiences
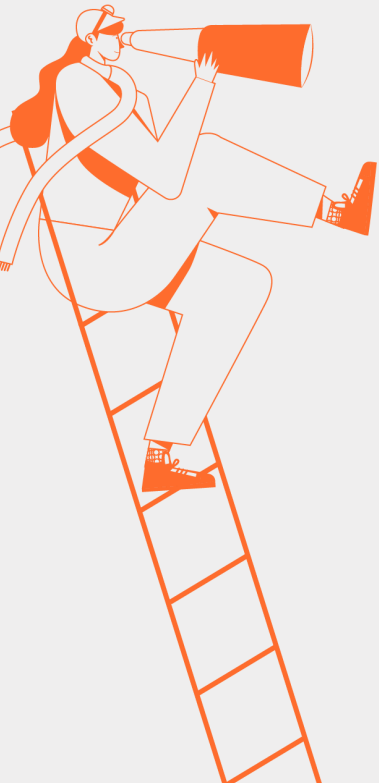
Inspiration

- Own interests
- Hobbies
- Memories
- Movies
- Anything you read
- Other people
- Feelings

- Creativity is often described as connecting different things

Skill Matrix exercise

(Johannes Kaira and Håkan Mitts)

2. Fill same skills in the same order

1. Fill in your skills in this column

	skill 1	skill 2	skill 3	skill 4	skill 5	skill 6	skill 7	skill 8	skill 9	skill 10
skill 1										
skill 2										
skill 3										
skill 4										
skill 5										
skill 6										
skill 7										
skill 8										
skill 9										
skill 10										

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Unique skills by combining skills 2 and 4.

	skill 1	skill 2	skill 3	skill 4	skill 5	skill 6	skill 7	skill 8	skill 9	skill 10
skill 1	■									
skill 2		■		■						
skill 3			■							
skill 4		■		■						
skill 5					■					
skill 6						■				
skill 7							■			
skill 8								■		
skill 9									■	
skill 10										■

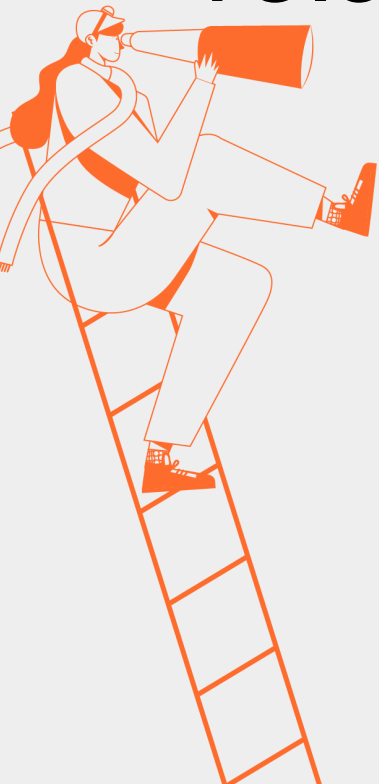Aalto University
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Simple example

- Skill 2 = technical writing
- Skill 4 = photography

Possible combinations
- Writing articles for a magazine
- Maintaining a blog

We need to have slack and be semi-relaxed to be creative, to be attentive and feel and notice things

List of different creativity methods

1. Brainstorming
2. Reverse Brainstorming
3. Starbursting
4. The Charette Procedure
5. Crawford slip writing method
6. Round-robin brainstorming
7. Rolestorming
8. Role-play
9. Electronic Brainstorming
10. Brainwriting
11. 6-3-5
12. Pool method
13. Idea card (pin card) method
14. Post-Up
15. Constrained brainwriting
16. Electronic Brainwriting
17. The spreadsheet technique
18. Interactive brainwriting
19. Brainwriting game
20. Metaphorical thinking
21. Reversal

22. SCAMPER
23. Attribute listing
24. Morphological analysis
25. Matrix analysis
26. Six thinking hats
27. Po (Provocation)
28. Talking pictures
29. The list of 100
30. Listing
31. Heuristic ideation technique (HIT)
32. Design Heuristics
33. TRIZ
34. C-Sketch
35. Concept generating matrix
12 c 2020 by ASME
36. Ideation session
37. SDI
38. Laddering
39. Synectics
40. Delphi Method
41. SIT

42. Concrete stimuli
43. Forced analogy
44. Gallery
45. Passive searching
46. Storyboarding
47. Braindrawing
48. Brain sketching
49. Nominal Group Technique
50. Bodystorming
51. Assumption Busting
52. Brainmapping
53. Challenge
54. Essence
55. Forced Conflict
56. How-How Diagram
57. How to
58. The Kipling method
59. Lotus Blossom
60. Chunking
61. Mind-mapping
62. PSI

63. Random Words
64. Remembrance
65. Rubber-ducking
66. Take a break
67. Pause
68. Greetings cards
69. Unfolding
70. Value Engineering
71. Wishing
72. Concept metaphors and analogies
73. Ideation game
74. Word tree design by analogy
75. Forward steps
76. Backward steps

Kirjavainen, Senni & Hölttä-Otto, Katja. (2020). Deconstruction of idea generation methods into a framework of creativity mechanisms.

"*When we refuse to take ourselves so seriously, we relieve the stress standing in the way of serious work, create more meaningful connections with our colleagues, and open our minds to more innovative solutions*".

Aaker, Jennifer; Bagdonas, Naomi. Humour, Seriously