

Lesson Plans for adult educators/teachers/trainers which will be used for the FINE2WORK EDUCATIONAL PACK.

| Module Name: Entrepreneurial Competences | |
|--|---|
| Topic 2 Title: Creativity | |
| Lesson Plan 4 – Importance of creativity and innovation | |
| Duration: 60 minutes | |
| Aim | This lesson has the aim to give students some definitions on creativity and its importance in a business. |
| Target Group | Adults (especially women) |
| Facility/ Equipment | <ul style="list-style-type: none"> • Classroom • Internet access • Projector • White board • Computer • Powerpoint presentation |
| Tools/ Materials | <ul style="list-style-type: none"> • Handout 1 • Handout 2 |
| Main Tasks | <p>1. Task 1: Introduction to the theme and definitions (30 mins) (See Handout 1)</p> <p>1.1 What is creativity</p> <p>1.2 Importance of creativity</p> <p>2. Task 2: Group activity (30 mins) (See Handout 2)</p> <p>2.1 Divide the students in small groups and handout several case studies so they can identify different scenarios of creativity</p> |

| | |
|--|--|
| | <p>2.2 Discuss with the group the results</p> <p>2.3 Divide the students in small groups and handout a role play in which they can create 3 creatives ideas and follow up their choice.</p> <p>2.4 Discuss with the group the results</p> <p>3. Task 3: Wrap up (10 mins)</p> |
|--|--|

HANDOUT 1: Definitions of Creativity and Innovation

Creativity and innovation: what is the difference?

First of all, we will establish that creativity and innovation are not synonymous. The main difference between creativity and innovation is the focus of each one.

Creativity exists as a skill that unleashes a potential that our mind has. In a creative way, our brain is able to conceive ideas and form thoughts that tend to run away from patterns. Creativity exists within our mind and can be channeled into action.

Innovation is more linked to action. Innovation is creating or proposing changes in systems considered to be stable. To innovate means to offer a new action, function, skill or improvement to a system that we already know, making significant improvements in it.

Creativity precedes innovation. Creativity is the moment when we gather the references, idealize a product and even design it. However, if it is not put into practice, it is just a creative product.

Innovation happens when the idea is put into practice. Thus, it generates value. In fact, it is said that creativity is not measurable, whereas innovation is.

We can establish that, conceptually, creativity and innovation are in different spheres, but they are forces that coexist and, when they cross, produce better results.

In: <https://escoladesignthinking.echos.cc/blog/2018/06/criatividade-e-inovacao/>) By Ricardo Ruffo

HANDOUT 2: Importance of creativity and Innovation - Activity

1- Read carefully the follow case study. Then, in small groups, try to answer the questions in the end.

Is there a creative life after the post-it?

Ary Fry was a little concerned. Now that he was considered an inventor, he felt a certain pressure to repeat his success; unfortunately, I wasn't quite sure how to get it. Where did creativity come from? Would it be possible to create to order? Could the surrounding environment contribute to success? No doubt your employer thought so, but were 3M's expectations realistic?

Ary had invented the post-it, that pad of paper with an adhesive strip, which is now a staple in every office in the United States. Originally the blocks were only yellow, but now they come in a rainbow of colors and with smart phrases printed. There are many imitations - the sincerest form of praise. The product is definitely a hit.

Ary had not pursued the goal of starting a revolution, not even among the office staff. He invented sticky notes because his bookmarks were always falling out of his hymnbook at church. To solve this minor problem, he took an adhesive strip that was an interesting but unsuccessful product, created by 3M's research sector, and stuck it on pieces of paper. The sticker had been rejected by 3M, where Fry worked as a scientist, because it only stuck until it was stirred. However, this quality was precisely responsible for the success of the post-it.

After "devising" a format and playing with it for a while, Ary knew he had a product that people could use. However, certain that people would pay for scratch paper with an adhesive strip on the back. In fact, the first sales results seemed to confirm his skepticism. Adhesive tickets didn't really start selling until the marketing strategy was changed. They exchanged the program for sending advertisements and brochures for one that sent samples of the product. Thus, people were able to play with the post-it notes and discover for themselves its various uses, when sales then sky-rocketed. Everyone who received samples, from top managers to office-boys, slime became a loyal user.

Obviously 3M loved the success of the post-its. As a company, 3M works hard to establish policies that help its people create just that kind of success.

She sees her role as providing the tools that creative people need to turn an idea into a salable reality. An isolated individual with a "good cache" may not have the expertise or equipment to manufacture and market items such as those that 3M specializes in. Even if it succeeds in the early stages of product life, the problem starts as soon as the competition heats up and efficient manufacturing and large-scale advertising enter the field. Thus, 3M manages the global process, contributing the combined re-sources and talents of a large corporation.

For that, 3M needs original ideas. That is why the company allows - and even encourages - its employees to spend time paid by the company on personal projects or that they like. Sticky notes are just one example of what can result from these personal efforts. In addition, the company is careful to give full credit to its paid creators, allowing them to feel responsible for their contributions to the company.

Which brings us back to Ary Fry's personal dilemma. He knew that 3M expected a little more from him now that he had proven that he could have a good idea, be her "product champion", get her through the entire system and create commercial success. He also expected more from himself. I had done it once, and I wanted to do it again. All it needed was a good idea, and that was exactly what, along with the drive to go ahead and succeed with it, that no company could provide. Ary fry had solved the problem of finding the hymns in his hymnbook. Now, what problem could he solve?

CASE STUDY QUESTIONS

- 1 - After reading the text, we saw how creativity and innovation are processed. Explain how creativity came about and how innovation occurred?
- 2 - Still in relation to the previous question, the question is: can creativity be managed? If the answer is "yes", how? If "no", justify it.
- 3 - Why is Ary Fry concerned and what can he do about it?
- 4 - Under what focus is creativity discussed in organizations in the text?
- 5 - What is the relationship between organizational structure and creativity?

See more in: <https://carlosluizblog.wordpress.com/2017/05/21/estudo-de-caso-3-2/>