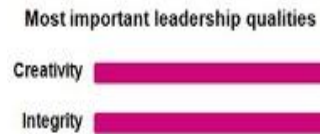


# Creativity & Innovation Overview

**Innovation:** The implementation of creative ideas

IMPROVING WHAT'S NOW AND  
CREATING WHAT'S NEXT

Survey says:  
Creativity is #1  
Leadership Quality



**Creativity:**

*Generating/producing something...*

*that...*

*New*  
*Surprising Unusual*  
*Novel Odd Original*  
*Divergent*

→

*Fits*  
*Solves the Problem*  
*is appropriate, meaningful*  
*Converges*



“When it comes to thinking,  
we should try to act as if we  
were two people—at one time,  
a thinker-upper; at another  
time a judge.”

~ Alex Osborn

## **Creativity Competencies**



**1. Fluency:** Accessing and Generating Many Ideas

Turning on the Faucet

**Mindset:** P.T.S.



**2. Flexibility:** Finding & Combining Different Kinds of Ideas

Trying on Different Coats

**Mindset:** Seek Other Perspectives



**3. Originality:** Bringing out ideas unique to you

Mining for Inner Gold

**Mindset:** Follow Passion

# Creative Collaboration

## Master Improviser Tips:

- Stay in the Moment and Listen
- Suspend Judgment/P.T.S.
- Accept the offer/Don't Block
- Know how to Follow and Drive
- **Build on/out ideas: "Yes, And"**



## Creative Problem Solving Process

### Clarifier



*How might we...*

### Ideator



*We could...*

### Developer



*What I see us doing...*

### Implementer



*Let's go!*

## For Innovation to Thrive ...

1. *Encourage, support and build on new ideas—good and bad.*
2. *Consciously engage in diverging time as a team (brainstorming session), in meetings (at least one item up for open-ended discussion) and individually (submit anonymous ideas).*
3. *Empower and allow time for staff to use unique talents and pursue own passion projects.*
4. *Ask: What if my institution was a model for creativity and innovation? What would we do more of? What would it feel like/look like? What programs would we offer? How would we treat each other differently?*

# Multiple Intelligences Overview



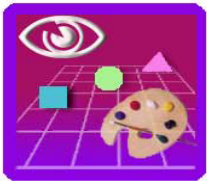
## Logical-Mathematical (“LogicSmart”)

If you’re equipped with a strong logical-mathematical intelligence, you are skilled at mentally processing logical problems, arguments, numbers and equations. You excel at systematic and scientific approaches to problems, are good with details and factual analyses, and likely have scored high on standardized tests. Your strength lies in discerning patterns and relationships between ideas, objects and numbers. Logical-mathematical intelligence has often been considered the archetypal or “raw” intelligence, which cuts across domain and weighs heavily historically in intelligence testing.



## Linguistic-Verbal (“WordSmart”)

If you’re in possession of high linguistic-verbal intelligence, you have a special sensitivity to the meaning and order of words. You are likely to express yourself verbally with ease, have a good vocabulary, debate and convey complex information, think aloud, and readily absorb information when reading or listening to others speak. You probably read a lot, enjoy idioms and wordplay, and have a general fluency in constructing and comprehending language.



## Visual-Spatial (“ImageSmart”)

If you are easily and accurately able to perceive the visual world—and recreate (or alter) it in your mind or on paper—you probably have high visual-spatial intelligence. This intelligence involves the knowing that occurs through the images, shapes, designs, and textures we see out in the world or inside our heads. You may be a visual artist, a chess player, a doodler or a navigator, and have opinions about color, architecture and the latest museum exhibit.



## Interpersonal (“PeopleSmart”)

If you have strong interpersonal intelligence, you have an impressive understanding of and ability to interact with others. You have insight into the moods, desires, and motivations of those around you and are able to communicate and compromise with a variety of people. You are likely to be social, have many friends, enjoy helping people and are a valuable and contributing member on a team and group. You may be particularly good at sales, marketing, politics, teaching, training, facilitating and mediating. You learn through personal interactions and are adaptable to many situations involving diverse groups of people.



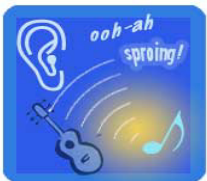
## Intrapersonal (“SelfSmart”)

You have a high level of intrapersonal intelligence if you are aware of your own emotions, sense of self, preferences and limits. You possess a realistic notion of your strengths and weaknesses, have a healthy amount of self-esteem and resilience, and follow your own goals and visions through self-directed actions and independent thinking. You may be noteworthy for your creative wisdom, intuitiveness, strong will and self-confidence. You are often happy in your own company and, unlike others, may not need external rewards to stay inwardly motivated. Interpersonal and intrapersonal intelligence fall into the category of emotional intelligence, popularized in the 1990s as a key component to leadership and success.



## \_\_\_\_ **Bodily-Kinesthetic** (“BodySmart”)

You are equipped with an impressive bodily-kinesthetic intelligence if you are able to use your body and movements skillfully, for self-expression or toward a goal. You probably have excellent physical mobility and dexterity, and are adept at hands-on projects and physical games. Most athletes, dancers, manual workers and performers are strong in this area. You probably learn most by doing, understand things better if you are able to touch and manipulate, and are bored or distracted by being too sedentary or not having physical involvement.



## \_\_\_\_ **Auditory-Musical** (“SoundSmart”)

If you’re gifted in auditory-musical intelligence, you have a special sense of sound, vibration, rhythm and song. If you’re not distracted by a tune in your head, you are likely to be tuned into the sounds around you, be a good listener and be able to reproduce sounds, accents and speech patterns. You are likely to have skill in singing, playing an instrument and keeping rhythm—as well as an awareness of sounds, tones and beats to identify and create harmonies. You may also be more sensitive to the emotions and meaning music evokes.



## \_\_\_\_ **Naturalist** (“NatureSmart”)

The latest entry into Gardner’s theory, naturalist intelligence is your strong suit if you are more in tune with the elements of nature and the environment. You probably have a keen awareness and interest in plants, animals, the functions of the body, cultural artifacts and the preservation of life. You may maintain a more healthful lifestyle, collect things, like pets, enjoy hiking and travel to other countries. You may be more aware of ecology (relationship of organisms to their environment), as well as the weather, the outdoors and the stars.

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**Multiple Intelligences** was introduced by Harvard researcher **Howard Gardner** in his book *Frames of Mind: The Theory of Multiple Intelligences* (Basic Books, 1983, 1993). Gardner defines intelligence as the human ability to solve problems or to make something that is culturally valued. In reviewing his theory in 2003, he wrote, “As a species we human beings are better described as having a set of relatively autonomous intelligences.” Most human beings have all of these intelligences, but each individual has special strengths in certain areas. Teams that have a healthy distribution of these intelligences can be particularly creative and effective. Shortcut terms for the intelligences used here are drawn from the work of David Lazear (see davidlazear.com).

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