

IS THERE A BETTER WAY? A WORKSHOP ON TEACHING CREATIVITY AND INNOVATION

Randall Brown, College of Business Administration, California State University, Stanislaus, 801. W. Monte Vista Avenue, Turlock, CA 95382, 209-667-3064, rbrown@csustan.edu

Gene Murti, College of Business Administration, California State University, Stanislaus, 801. W. Monte Vista Avenue, Turlock, CA 95382, (209) 667-3450, gmurti@csustan.edu

ABSTRACT

Creativity is the mother of both genius and innovation. This workshop will involve participants in methods to unlock the creative genius within and apply it in a classroom. The purpose is to involve participants in a set of activities aimed at instilling and enhancing creativity in the classroom, for the larger purpose of advancing an innovation mind-set. The workshop will consist of three segments – re-discovering creativity, creative teaching, and creative learning. Participants will come away with new resolve to innovate in their classes and practices, along with some specific techniques for so doing.

INTRODUCTION AND BACKGROUND

Innovation and process improvement in all aspects of business have been going on as long as business has existed, and in many respects would seem to be a “given” in just about any kind of human activity. But what does it mean to be creative in an organization? Essentially, creative or innovative actions are ones that are new, useful in a socio-cultural context, and do not follow established paths or tried-and-true rules (algorithms). Another way to look at creativity, as it applies to problem-solving, is to describe it as “divergent thinking” or “thinking outside of the box” – terms that are analogous to using one’s mind like a wide angle lens and essentially widening the frame of a problem or issue to include more than just the immediate objective. Koestler [1] points out the logical pattern behind the creative process as one of a discovery of hidden similarities, this discovery being one much more likely to occur for persons able to use negative capability and divergent thinking processes. Processes that consists largely of : (1) engaging and using one’s sense of intuition and design, (2) applying one’s sense of will and responsibility, for after all, when one is creating, that person is in charge, (3) experiencing a sense of balance and joy within as one’s mind and senses concentrate on a single process or purpose, (4) building up one’s creative strength and willingness to take risks, and (5) bringing harmony and compassion to others around you through your creative energies [2].

WORKSHOP PURPOSE AND OBJECTIVES

The central purpose of the workshop is educative and entails coming up with innovative designs for courses and course components. It will contain three segments – re-discovering creativity, creative teaching, and creative learning – with the idea that participants be actively involved in all three segments, applying wisdom of experience together with intuition, expression, and evaluation to create new practices.

REFERENCES

- [1] Koestler, A. *The Act of Creation*. The Macmillan Company: London, 1964.
- [2] Ray, M and Meyers, R. *Creativity in Business*. Broadway Books: New York, 1986.