

# Unlock Your Creative Potential Study Guide

## How to Use This Study Guide

The Study Guide for this course is designed to help you take notes as you're taking the online course "Unlock Your Creative Potential". It is organized in sections that mirror the elements of the course, with plenty of room to make notes and capture your learning.

The use of the Study Guide is optional. Research shows that different people learn differently, and for many, the act of writing something down as you are learning helps to solidify the information in your brain. If you find the Study Guide helpful, use it. If not, feel free to omit it from your learning process.

## Course Overview – Unlock Your Creative Potential

Open-mindedness, a few simple tools, diverse teams and information sharing across teams are the driving forces that support innovation and creativity. The objective of this course is to illustrate how creativity and innovation encourage profits, organizational growth and company vitality. You'll learn specific steps that you and your company can take to grow a culture of creativity and innovation that will engage everyone to unlock meaning and new potential within yourself and the company as a whole.

## Learning Objectives – Unlock Your Creative Potential

By the end of this course, you will understand the following:

- The difference between creativity and innovation and how they are related to each other
- Different types of creativity and when they are useful
- Strategies to improve your creativity and innovation
- How to encourage team and group innovation and creativity

# Unlock Your Creative Potential

## Study Guide

### Creative or Innovative?

### Video Notes

### The Future of Business

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### Examples of Creativity & Innovation in Business

### Examples of Lack of Creativity & Innovation in Business

### Different Types of Creativity

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### Focused Vs. Expansive

### Problem Solvers Vs. Problem Spotters

### Parallel Innovation

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### Creating a Culture of Innovation & Creativity

#	Building block	Notes
1	Shared Vision & Values	
2	Diverse Parts	
3	Open and Honest Information Flow	
4	Adaptive Potential	

### The Environment's Role in Creativity & Innovation

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### Strategies to Build a Culture of Creativity and Innovation

### Strategies to Build the Innovation Muscle

### Ask Powerful Questions

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### Make Creativity and Innovation Fun

### BrainWriting

### EXERCISE: Facilitating a BrainWriting Session

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### Things that Block Creativity & Innovation

### Discussion Questions

Discussion questions are used by workgroups who are taking courses concurrently and want to engage in a conversation about the course content. The use of discussion questions is optional.

1. Given what you have learned in this course, what kind of creativity and innovation do you think you possess?
2. Do you currently practice any strategy to strengthen your creativity and innovation? If yes, which do you practice? If no, from the strategies mentioned in this course, which would you like to adopt?
3. Think of the things that frequently block innovation and creativity, which one is mostly the case for you and how do you plan to overcome it?