

Fostering Creative Thinking and Innovation

A Few Practical, Research-based Strategies

Handout for the Keynote Session in the University of Toledo's

2017 University Assessment Day

12:00-1:30 PM on 5 April 2017

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Some common beliefs about creativity and innovation we might examine

Directions – Please mark each statement in the list below in the following way:

If you agree with the statement, put a plus sign (+) in front of it;

If you disagree, put a minus sign (–) in front of it; or

If you are unsure, put a question mark (?)

1st Response

2nd Response

- | | |
|--|---------|
| ___ 1. Talent (of the genetic sort) matters a lot in creativity | 1. ___ |
| ___ 2. You need a high IQ to be big-C Creative | 2. ___ |
| ___ 3. Creativity and invention are one and the same thing | 3. ___ |
| ___ 4. Creativity and innovation are one and the same thing | 4. ___ |
| ___ 5. How creative individuals create is still a mystery | 5. ___ |
| ___ 6. Group brainstorming is a productive first step in innovation | 6. ___ |
| ___ 7. Most important innovations were created by individuals working alone | 7. ___ |
| ___ 8. The more expertise you have, the more creative you are likely to be | 8. ___ |
| ___ 9. The less expertise you have, the more creative you are likely to be | 9. ___ |
| ___ 10. Younger people (under 30) are generally more creative than older ones | 10. ___ |
| ___ 11. The more creative you are, the more ethical you are likely to be | 11. ___ |
| ___ 12. Prizes and other incentives promote creativity and innovation | 12. ___ |
| ___ 13. Criticism inhibits creative thinking and innovation | 13. ___ |
| ___ 14. Rules and similar constraints inhibit creative thinking and innovation | 14. ___ |
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A few questions we might consider . . .

1. What do we mean by creative thinking?
2. Is there more than one “flavor” of creative thinking?
3. What “habits of mind” does creative thinking require?
4. What kinds of creative thinking do our courses promote? foster? require?
5. What kinds of creative thinking do employers want?

