

Joint development, piloting and validation of entrepreneurial mindset and key skills curricula and training materials for third countries



Entrepreneurial Mindset and Key Skills for All

ENTRECOMP CURRICULUM

1.2 CREATIVITY

TASK ID AND TITLE 2.2: JOINT DEVELOPMENT OF THE CURRICULA AND TRAINING MATERIALS FOR ENTRECOMP

PARTNER RESPONSIBLE FOR THIS ACTIVITY: MMC MEDITERRANEAN MANAGEMENT CENTER LTD



PROJECT MAIN DETAILS

Programme:	Erasmus+
Key Action:	Lump Sum Grants
Project title:	Joint development, piloting and validation of entrepreneurial mindset and key skills curricula and training materials for third countries
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COORDINATED BY



PROJECT PARTNERS



Jordan Youth Innovation Forum
المنتدى الأردني للإبداع الشبابي



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TRAINING CURRICULUM FOR COMPETENCE: CREATIVITY

Aim of the workshop

The primary goal of this workshop is to equip participants with the essential knowledge, skills, and competences required to excel in the realm of creativity. Upon completing this workshop, participants will have the capability to define and elucidate the fundamental principles and concepts that underlie creativity. They will gain profound insights into concepts such as divergent thinking, which involves generating a diverse array of ideas, ideation techniques that offer methods for nurturing creative ideas, and the creative process, elucidating how creativity evolves from idea inception to practical implementation. This knowledge forms a solid bedrock upon which participants can base their creative pursuits.

Furthermore, participants will have the opportunity to acquire and apply a diverse set of creativity tools and methods. These tools encompass brainstorming, a collaborative idea generation process, mind mapping for visualizing ideas, lateral thinking that challenges conventional boundaries, and a host of other practical techniques. These hands-on skills empower participants to confront real-world challenges with innovative approaches. They will also have the competence to gauge the impact of their creative solutions on project success, a vital aspect of demonstrating creativity.

In essence, this workshop seeks to furnish participants with a comprehensive comprehension of creativity, coupled with the practical tools and competences essential for effective application in real-world scenarios. By defining, applying, assessing, and adapting their creative approaches, participants will be well-prepared to contribute substantially to the triumph of their organizations or projects through inventive thinking and adept problem-solving, thus fostering a culture of creativity within their respective environments or endeavours.

Learning outcomes

After the end of the workshop the participants will be in a position to:

In terms of knowledge:

Define and explain the core principles and concepts of creativity, including divergent thinking, ideation techniques, and the creative process.



In terms of skills:

Apply various creativity tools and methods, such as brainstorming, mind mapping, and lateral thinking, to solve real-world problems effectively.

Critically evaluate and assess creative solutions and ideas, identifying their strengths and weaknesses to make informed decisions on their implementation.

In terms of competences:

Demonstrate creativity by assessing the impact of creative solutions on the project's success, providing recommendations for improvements, and adapting their creative approaches based on feedback and results.

Training methodology

- Synchronous Online Learning
- Self-Directed Learning

Prerequisites

- Beginner level
- Specific skills required
- Previous workshops required

If the workshop requires specific skills or participation in previous workshops, explain:

N/A

SYNCHRONOUS ONLINE LEARNING

Workshop duration

6 hours.



Training techniques

- Lecture (compulsory)
- Individual Exercise
- Group Exercise
- Role play
- Experiential workshop
- Group discussion
- Brainstorming
- Case Study
- Questions and Answers (multiple choice and open questions)
- Other (Please indicate): Questionnaire including scaled and open-ended questions

Equipment and materials necessary

Equipment:

- ✓ Laptop/PC
- ✓ Projector
- ✓ Wi-Fi or internet access
- ✓ Whiteboard or Flipchart
- ✓ Markers
- ✓ Audio Equipment (larger groups)

Materials:

- ✓ Power Point presentation
- ✓ Large paper pads
- ✓ Workshop Handouts (or agenda)
- ✓ Creativity Tools (sticky notes, coloured markers, index cards)
- ✓ Name Tags (group names' tags)



Workshop programme breakdown

No.	Theme/Content	Workload in minutes		
1	Introduction to Creativity	60 minutes		
	<table border="1"> <tr> <th>Structure</th> <th>Technique/Title of methodological tool</th> </tr> <tr> <td> <ul style="list-style-type: none"> • Definition of creativity • What is Creativity in relation to ENTRECOMP Framework • Elements of creativity • The creative process </td> <td> <p>Lecture: PPT1.2_1 (Slides 16-28)</p> <p>Ice-breaking Activity: MT1.2_1 (Slide 9)</p> <p>Group Discussion: Interactive Discussion - Questions and Answers: MT1.2_2 (Slide 28)</p> </td> </tr> </table>		Structure	Technique/Title of methodological tool
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2	Core Principles of Creativity	90 minutes		
	<table border="1"> <tr> <th>Structure</th> <th>Technique/Title of methodological tool</th> </tr> <tr> <td> <ul style="list-style-type: none"> • Divergent Thinking • Ideation Techniques • Curiosity and Openness • Resilience in the Face of Failure • Flexibility in Thinking • Synthesis of Ideas: • Mindfulness and Reflection • Collaboration and Diversity </td> <td> <p>Lecture: PPT1.2_1 (Slides 29-36)</p> <p>Brainstorming: MT1.2_3 (Slide 35)</p> </td> </tr> </table>		Structure	Technique/Title of methodological tool
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<ul style="list-style-type: none"> • Divergent Thinking • Ideation Techniques • Curiosity and Openness • Resilience in the Face of Failure • Flexibility in Thinking • Synthesis of Ideas: • Mindfulness and Reflection • Collaboration and Diversity 	<p>Lecture: PPT1.2_1 (Slides 29-36)</p> <p>Brainstorming: MT1.2_3 (Slide 35)</p>			
3	Creativity Tools and Methods	90 minutes		
	<table border="1"> <tr> <th>Structure</th> <th>Technique/Title of methodological tool</th> </tr> <tr> <td> <ul style="list-style-type: none"> • Brainstorming • Mind Mapping • Lateral Thinking </td> <td> <p>Lecture: PPT1.2_1 (Slides 37 – 45)</p> </td> </tr> </table>		Structure	Technique/Title of methodological tool
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<ul style="list-style-type: none"> • Brainstorming • Mind Mapping • Lateral Thinking 	<p>Lecture: PPT1.2_1 (Slides 37 – 45)</p>			



		Group Exercise: Mind Mapping MT1.2_4 (Slide 42) Group Exercise: Lateral Thinking MT1.2_5 (Slide 45)	
4	Applying Creativity for Impact		75 minutes
	Structure	Technique/Title of methodological tool	
	<ul style="list-style-type: none"> • Creativity in Problem-Solving • Creative Approaches to Product/Service Development • Fostering a Creative Organizational Culture 	Lecture: PPT1.2_1 (Slides 46 – 57) Case Study: Success Story of Airbnb: MT1.2_6 (Slide 50) Case Study: Tech Innovations, Inc.: MT1.2_7 (Slide 57)	
5	Wrap-up and Conclusion <ul style="list-style-type: none"> • Recap of Key Takeaways 	Lecture: PPT1.2_1 (Slides 58 – 62) Questions and Answers: Review and Discussion: MT1.2_8 (Slide 59)	30 minutes + 15 minutes' Breaks
	Total Duration		360 minutes

List of methodological tools

No.	Training Technique	Title of Methodological tool
1	Lecture	PPT1.1_1
2	Ice-breaking Activity	MT1.2_1
3	Group Discussion: Questions and Answers	MT1.2_2
4	Brainstorming	MT1.2_3
5	Group Exercises: Hands-on Practice	MT1.2_4/MT1.2_5
6	Case Studies	MT1.2_6/MT1.2_7
7	Questions and Answers: Review and Discussion	MT1.2_8

SELF-DIRECTED LEARNING



Resources

No.	Title and Reference	Attachment (if applicable)
1	Cress, S. W. & Holm, D. T. (2015). Creative Endeavors: Inspiring Creativity in a First Grade Classroom. DOI 10.1007/s10643-015-0704-7	https://link.springer.com/article/10.1007/s10643-015-0704-7
2	TED Talks (www.ted.com): TED often features talks on creativity, innovation, and related topics from various speakers around the world	https://www.ted.com/
3	CreativeBloq (www.creativebloq.com): A website covering the latest trends, techniques, and news in the creative industry.	https://www.creativebloq.com/
4	Kelley, T., & Kelley, D. (2013). Creative Confidence: Unleashing the Creative Potential Within Us All. Crown Business.	https://ssir.org/books/excerpts/entry/creative-confidence-unleashing-the-creative-potential-within-us-all
5	Dyer, J. H., Gregersen, H. B., & Christensen, C. M. (2009). The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators. Harvard Business Review.	https://hbr.org/2009/12/the-innovators-dna
6	Provides a whole-brain approach to creativity & innovation training, coaching, and consulting, featuring art and design thinking	https://www.creativityatwork.com/
7	An online course provides beginners with a structured introduction to creative problem-solving techniques, including ideation, brainstorming, and critical evaluation.	https://www.coursera.org/learn/creative-problem-solving
8	Stanford d.school. (n.d.). Design Thinking Resources.	https://dschool.stanford.edu/resources/getting-started-with-design-thinking
9	"How I Built This" - NPR podcast featuring interviews with entrepreneurs and innovators.	https://www.npr.org/series/490248027/how-i-built-this
10	"The Creative Penn Podcast" - Interviews with authors, entrepreneurs, and creatives, with a focus on writing and publishing.	https://www.youtube.com/thecreativepenn
11	MindMeister (Mind Mapping tool):	https://www.mindmeister.com/



12	Miro (Online Collaboration and Whiteboarding):	https://miro.com/
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