

Do what YOU Dream

Helping Your Students Master Their Creativity



From accidental to intentional creativity through deliberate practice

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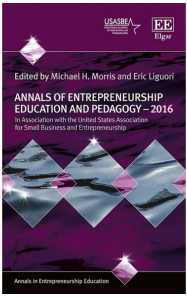




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Resources

boldthinking.com/creativeclassroom

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Entr and Creativity as Processes

What entrepreneurs think about:
The **process** of creating **value** by bringing together a unique combination of **resources** to **pursue** an **opportunity**.

What creatives think about:
The **process** of ...




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ENTR 366: Imagination, Creativity, and Entrepreneurial Thinking

Creativity as a practice

Creativity as a strategic way of thinking and decision-making

Creativity as a developable skill i.e. creative self-efficacy



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Beginnings

Focusing on the **creative experience** within the **experiential classroom**.


- Two Parts: I.) Creating Value. II.) Capturing Value
- **Not** mass quantities of content
- Do level-up on situational awareness experiences
- Understand the value of **cognitive fluidity** in the creative process
- Engage in creative behavior to create new knowledge structures
- Understand your role as conversationalist in the creative process of students


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What gets in the way of your creative thinking?



Your memory




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Test Your Knowledge *Do what YOU Dream*

Mary had a little _____ .


a.)



b.)



c.)



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What are we trying to accomplish by improving our creative competence?



Rational Self
memory-based learning
sense-making

Creative Self
input-based learning
?

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What does a professional creative **do?**

Establish Creative Expectation

A superior future outcome

Novelty and Utility

To solve a problem



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What does a professional creative **do?**

makes predictions on how ideas will respond to change.

What are you trying to create?

new + useful = benefit + transaction or exchange



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What do you dream of doing?

"Make the world a better place."

define better

Opportunity
(where creativity takes it's first breath)



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Problem Solving & Ideas *Do what YOU Dream*

What were you thinking?

Problem

defined


ill-defined

convergent thinking

divergent thinking

Single response idea, high probability outcome

Multi-response ideas, unknown probability outcome





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Test Your Imagination Do what YOU Dream

The ill-defined problem?



How is a team like this chair?

Test Your Imagination Do what YOU Dream

The ill-defined problem?



How is a Tesla like this chair?

Discovery Thinking Do what YOU Dream

Why do 1st graders have no difficulty in displaying proto-entrepreneurial behavior?

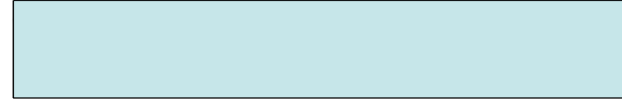
They have fewer memory attachments.


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What does this say?

ICE CREAM IS GOOD



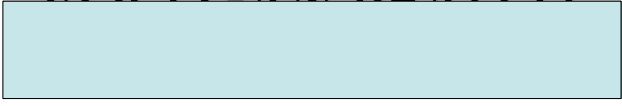
What did you expect?




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What does this say?

YOU CAN READ IT



What did you expect?





Purposeful Possibility Do what YOU Dream

The answer to any question is...


It depends.

Dependent on context driven by perception.

Purposeful Possibility Do what YOU Dream

The first internet was... ?



☒ Yes
☒ No

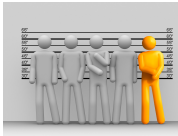
It depends.
Dependent on context driven by perception.

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Inhibiting Creativity Do what YOU Dream

- Starting too big
- Not honoring the process of questioning
- Lack of practice, practice, practice
- Providing examples
- Relying on demonstration

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What do you see? Do what YOU Dream




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Working With Stimulus

- Two types: Related / Unrelated
- Acts as a proxy for cognitive sensory perception
- Produces an "mental image"
- Tells a story
- Elicits a memory
- Permission to "look"
- Protection from being "wrong"
- Provides "idea ownership"

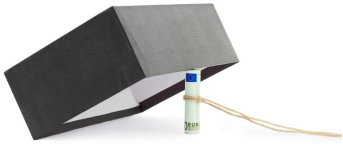


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The Drivers of Search


- **Action (5 W's)**
- **Behavior (Feelings & Consequences)**
- **Sensory (ALL 5 Senses)**



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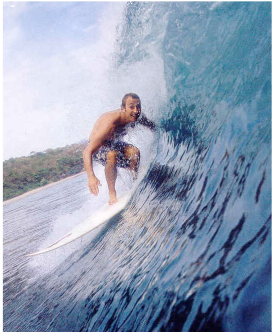

What do you see?



Left → Right

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Memory Expectation Do what YOU Dream

Memory Misattribution Do what YOU Dream




What do you see? Do what YOU Dream





What do you see? Do what YOU Dream




The Nature of Ideas Do what YOU Dream


 <p>Features:</p> <ul style="list-style-type: none"> • Spagetti holder • Drinking straws • Meal kit • Fishing kit • Winter driving kit • Educational kit • Picture hanging and repair kit • Rain gauge • Wind gauge • Hamster tube building kit • Tubular mouse trap • t-shirt vending tube 	<p>Benefits:</p> <p>Superior Outcomes:</p> <ul style="list-style-type: none"> • Pooper scooper • Spy telescope • Kaleidoscope • Model Rocket kit • Bank • Water purification kit • Curling iron holster • Piñata popper • Gold Fish transportation • Human milk transportation
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Sense-giving Insight Do what YOU Dream



The 3 Constructs of a Concept

perception



**Context
Connection
Consequence**


Situational Awareness

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Creativity is the outward expression or validation of your mental work that has utility.

**sense-giving
not
memory recall**



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Entr and Creativity as Processes

What entrepreneurs think about:
The **process** of creating **value** by bringing together a unique combination of **resources** to **pursue** an **opportunity**.


What creative entrepreneurs think about:
The **process** of sense-giving **novelty and utility** by bringing together a unique combination of **cognitive resources** to **achieve** a **superior outcome**.



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"The key to being creative isn't about how much you know, it's about how much you're willing to forget in order to make a new connection"
- Jeffrey Stamp

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