

# Creativity and Innovation



- Use a wide variety of idea creation techniques (such as brainstorming)
- Create new and worthwhile ideas (both incremental and radical concepts)
- Elaborate, refine, analyze, and evaluate ideas in order to improve and maximize creative efforts

- Respect and utilize creative contributions of others
- In creating together, determine a process for compromise, consensus building, and decision making
- Develop, implement, and communicate new ideas to others effectively
- Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work
- Demonstrate originality and inventiveness in work and understand the real world limits to adopting new ideas
- View failure as an opportunity to learn; understand that creativity and innovation is a long-term, cyclical process of small successes and frequent mistakes



Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur