

Most Important Points to Remember for the Final Test

1. "Doing your own thing" is not necessarily a mark of creativity.
2. Creativity does not require special intellectual talent or a high IQ.
3. The use of drugs hinders creativity.
4. Creativity is an expression of mental health.

CHARACTERISTICS OF CREATIVE PEOPLE

5. Creative people are dynamic.
6. Creative people are daring.
7. Creative people are resourceful.
8. Creative people are hardworking.
9. Creative people are independent.

APPLYING CREATIVITY TO PROBLEMS

9. Take a novel approach.
11. Devise or modify a process or system.
12. Invent a new product or service.
13. Find new uses for existing things.

14. Improve things.

15. Invent or refine a process.

STAGES IN THE CREATIVE PROCESS

16. Search for challenges.

17. Express the problem or issue.

18. Investigate the problem or issue.

19. Produce ideas.

THE ROLE OF CRITICISM

20. Focus on your ideas and be open to criticizing yourself

21. Reflect on how it would be to have a flaw pointed out.

22. Examine your idea from different perspectives.

23. Avoid the assumption that others familiar with the problem or issue will share your enthusiasm for your ideas.

24. Avoid the assumption that small imperfections in your idea will not affect people's acceptance of it.

25. Avoid the assumption that if your idea is clear to you, it will be clear to others.

26. Avoid the assumption that the people who stand to benefit most from your idea will accept it automatically without any persuasion on your part.

THREE STEPS IN REFINING YOUR SOLUTION TO THE PROBLEM

27. Work out the details.

28. Find imperfections and complications.

29. Make improvements.

ERRORS AFFECTING TRUTH

30. The "either/or" thinking error consists of believing that only two choices are possible in situations in which there are actually more than two choices.

31. The "avoiding the issue" error often takes the form of deliberately attacking the person with the opposing view in the hope that the issue will be forgotten.

32. Overgeneralizing means taking a valid idea and extending it beyond the limits of reasonableness.

33. Applying a double standard means judging the same action or point of view differently depending on who performs the action.

34. Shifting the burden of proof consists of making an assertion and then demanding that the opposition prove it false.

35. Irrational appeals include appeals to tradition, moderation, or authority.

UNDERSTANDING WHY PEOPLE REJECT IDEAS

36. The idea is impractical

37. The idea is too expensive.

38. The idea is illegal.

39. The idea is immoral.

40. The idea is inefficient.

41. The idea is unworkable.

42. The idea will be disruptive to existing procedures.

43. The idea is unaesthetic.

44. The idea challenges accepted beliefs.

45. The idea is unfair.

KNOWING YOUR AUDIENCE

46. Your audience may have been influenced by popular misconceptions--may be narrow in their perspective--may be unobservant about important considerations--may not have as clear an understanding of the problem or issue as you have--may not be familiar with the facts you found in your investigation.

PRESENTING YOUR IDEAS TO YOUR ADVANTAGE

47. Respect your audience.

48. Begin with the familiar.

49. Select the most appropriate time.

50. Emphasize the evidence of your view.

51. Answer all significant objections.