

## Creativity as a Choice

### Program

**Instructor(s):**

Rita Oliveira Pelica

**Number of hours invested per student:** 4h30min

**Group size:** 20-25

**Points:** 9

### Workshop objectives

This workshop will help the students to reflect on the need to be creative – personally and professionally speaking – and will give them tools to develop their creativity.

Human creativity matters in the digital era? Why? Can we improve this skill? Which are the best tools to do that? Can we choose to be creative?

Let's find the answers together, unbuilding the "creativity myth" and co-create this workshop in collaboration and in real time. Reinforcing the students creative confidence.

### Workshop description

#### Session 1 - Live

- Pre work (17 min): TED Talk on creativity
- Zoom session (90 min): What is creativity? What is my creative level? How can I improve my creativity? Self-reflection and group debate on concept (breakout rooms). Share ideas. Co-creation of the output for the session where everybody collaborates using a digital creative tool.

#### Session 2 - Live

- Pre work (10 min): Reading on creativity
- Zoom session (90 min): Toolkit for creativity, experiencing the tools (analogue and digital): brainstorming, brainwriting, mental maps, SCAMPER. 6 Hats, Miro, Mural, Mentimeter, Jamboard, Padlet.

#### Session 3 – Asynchronous

- Final Assessment (60 min)– exploring the different methods, the students will be invited to solve a problem. The teacher launches the Creativity Challenge in the Platform and the students will do an individual work (using a template) – estimated time: 1 hour. The Assessment should be submitted in the Platform and all the students will get individual feedback from the teacher.

### Workshop methodology

1. Learning by listening / reading / watching
2. Learning by doing – using the concepts learned previously, the participants will put them in practice in the sessions, exploring ideas and possibilities.

### Expectations regarding session attendance

You are expected to prepare for the session according to the instructions given, to be on time and to actively contribute to this session with your questions. Lack of materials or preparation will be considered by the instructor as inability to fulfil the session goals and equivalent to missing the session.

### Extra-live session assignments

Ted talks and some readings on creativity.

### Evaluation

Overall Pass / Fail; you must pass all components of evaluation to be approved:

- individual assignments (*pass* requires assignment delivery with all questions completed within deadline)
  - contribution to class (*pass* requires attendance on time and for the total duration of the workshop, preparation and active participation)
- Career Accelerator Lab approval guidelines apply.

### Reference reading

Creative confidence by Tom Kelley & David Kelley.

### About the instructor(s)

**Rita Pelica** Networker, curious mind and innerpreneur, Rita is the Chief Energy Officer & Founder of ONYOU – Empowering & Learning Experiences, developing several projects on education and training of undergraduate students and executives, with focus on the behavioral skills (aka soft skills).

She is *Certified Facilitator in LEGO ® Serious Play ™*, *Certified Practitioner in Business Model You® and Storytelling* because she believes these methodologies blend management, marketing, communication and human resources concepts in a very innovative and creative way.

Rita has a Master in Marketing, a post graduation course in Marketing Management and a degree in Management, by ISEG/Universidade de Lisboa. She has also a post graduation course in Neuromarketing. For pro bono she is the YOUTH Program Leader for PWN (Professional Women's Network) Lisbon and a Board Member since 2013; co-founded in 2015 the Leadership Toastmasters Club – focused on public speaking – and since september 2019 is the Portugal Local Catalyst for The League of Intrapreneurs. She's back to school this year, attending the 1<sup>st</sup> year of a PhD in Human Resources.

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**Detailed instructor profile:**

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