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European  
Union




Project “E-QUALITY - Digital education for social and financial  
inclusion and gender equality”  
Contract № CSO-LA 2020/419-49

# Creativity as an approach to quality assurance (in education)

**QUALITY ASSURANCE SEMINAR – AUGUST 2, 2021**

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- ▶ Creativity, as a category and speculative state, is difficult to define.
  - ▶ Creativity is inextricably linked to the act of creation - as an act of translating new and creative ideas into reality.
  - ▶ Hence, creativity should be characterized by the ability to perceive the world in a new way, allowing the discovery of hidden patterns, establishing connections between seemingly unrelated phenomena, and finding solutions.
  - ▶ Thus, when talking about creativity the association leads to the use of the imagination or original ideas, especially in the production of an artistic work. Where, perhaps the most appropriate example is Michelangelo's work on the Sistine Chapel.
  - ▶ Creativity is provided by thinking and follow-up: the creation of ideas that are not worked on shows not creativity but imagination.



- ▶ In the Merriam-Webster dictionary, creativity is defined as the ability to create new things or invent new ideas. Creativity is also the quality of being creative or the ability to create.

(<https://www.merriam-webster.com/dictionary/creativity>)

- ▶ Thus, the creative process of creating a result that is meaningful is provided by imagination, creativity, empathy and innovation (Fig. 1).

Figure 1. Creating a value result



Source:  
<http://www.creativityatwork.com/2014/02/17/what-is-creativity/>



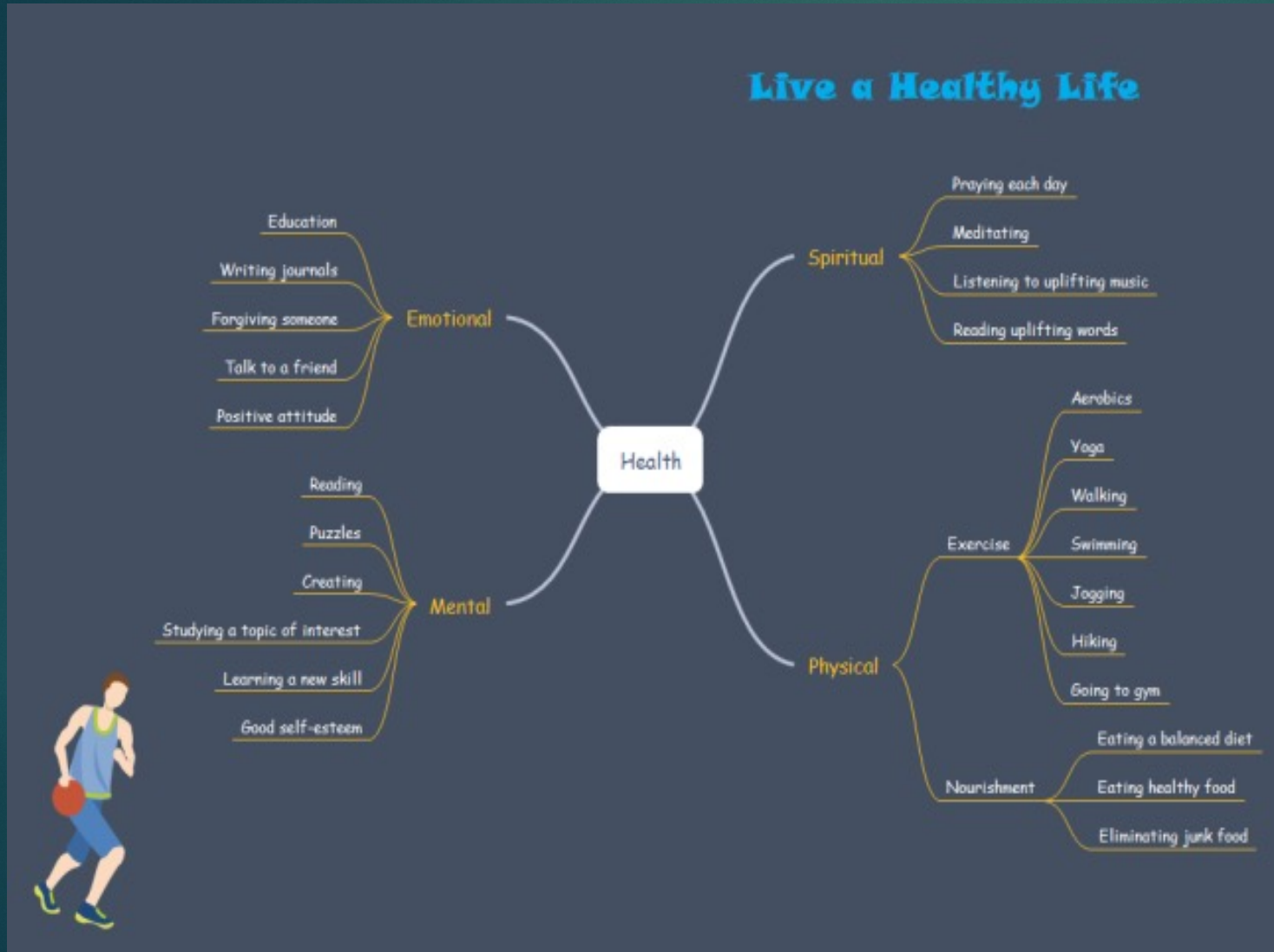
# How can we be more creative?

## 3 methods for training creative thinking

- ▶ Mind Mapping
- ▶ Opposites sell
- ▶ The six hats of thought



# Mind Mapping



- ▶ Mind maps date back to ancient times and serve to depict the process of general systematic thinking with the help of a diagram. In other words: a diagram of a central idea that branches in different directions of thought.
- ▶ All you need to do this exercise is a sheet (a computer document) and a pen. Write in the center the keyword you associate the problem with. Then start noting all the associations to the original idea, with the goal of getting as many branches and subcategories as possible.
- ▶ If you prefer to use a computer rather than scratch your cards by hand, there are many programs to make the process easier - MindView, XMind, MindMeister and more.



# Opposites sell

- ▶ Want to look at an idea in a new way? Try turning it upside down. Like a keyword with which you associate a product / service and think in the opposite direction from the conventional.
- ▶ Opposite thinking will help your team to challenge their assumptions about the problem and possible solutions and come up with non-obvious ideas.
- ▶ Find more from <https://www.boardofinnovation.com/tools/opposite-thinking/>

Source:

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.telegraphindia.com%2Fculture%2Fbooks%2Fantoine-de-saint-exupery-s-classic-the-little-prince-is-a-story-about-deep-love%2Fcid%2F1693301&psig=AOvVaw1BXLGJHkvEbna0ZTPJZORK&ust=1612861027127000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCPj286722e4CFQAAAAdAAAAABAD>





# Step-by-step guide

## STEP 1

Individually list 2 assumptions you have about the problem you are trying to solve or about solutions that you have in mind (10 min). Create an opposite thinking template

## STEP 2

Share your assumptions and add in the opposite thinking template (10 min).

## STEP 3

Individually pick an assumption and define one or two opposite realities (5min).

## STEP 4

Individually think about these new realities, how it affects your problem and add potential (5min).

## STEP 5

Keep repeating steps 3 and 4 until you have identified opposite realities and potential solutions for all assumptions (10 min).

Tip: Don't hesitate to build upon the opposite realities or proposed solutions of your team members!

## STEP 6

Review all proposed solutions as a team and build on each other ideas (20 min).



# Opposite-thinking template



<p>STEP 1 Quality does not matter</p>	<p>Examples <i>Quality matters</i> becomes <i>Quality does not matter</i> <i>Improve performance</i> becomes <i>Impair performance</i></p>
<p>STEP 2 Brainstorm possible solutions that achieve the above statement then highlighting those that you are already doing</p> <p>You do not need to evaluate the quality</p> <p>Neglecting dissatisfaction of the employees is not so important</p> <p>We work hard enough, so the result is bound to be high quality</p>	<p>STEP 3 Flip the highlighted or relevant “reverse solutions” defined at step 2 to create real fixes for the original challenge</p> <p>Provide clarity on quality issues to make the subject understandable to employees</p> <p>Create conditions and organization of quality assurance activities so that everyone sees their place and importance for the organization</p>



# The six hats of thought







- ▶ You've probably heard of De Bono's six "thinking" hats, which are incredible creative helpers for you.
- ▶ The method is as follows: thanks to six different colored hats that you imaginatively put on your head, you can change your thinking pattern.

Using Six Thinking Hats®, you will learn how to use a disciplined process which will...

- Maximize productive collaboration and minimize counterproductive interaction/behavior
- Consider issues, problems, decisions, and opportunities systematically
- Use Parallel Thinking as a group or team to generate more, better ideas and solutions

You can learn more from <https://www.debonogroup.com/services/core-programs/six-thinking-hats/>

**Six Thinking Hats®**  
**Quick Summary**

<b>PROCESS</b>		<b>Blue Hat - Process</b> Thinking about thinking. What thinking is needed? Organizing the thinking. Planning for action.
<b>FACTS</b>		<b>White Hat - Facts</b> Information and data. Neutral and objective. What do I know? What do I need to find out? How will I get the information I need?
<b>FEELINGS</b>		<b>Red Hat - Feelings</b> Intuition, hunches, gut instinct. My feelings right now. Feelings can change. No reasons are given.
<b>CREATIVITY</b>		<b>Green Hat - Creativity</b> Ideas, alternatives, possibilities. Provocations - "PO". Solutions to black hat problems.
<b>BENEFITS</b>		<b>Yellow Hat - Benefits</b> Positives, plus points. Logical reasons are given. Why an idea is useful.
<b>CAUTIONS</b>		<b>Black Hat - Cautions</b> Difficulties, weaknesses, dangers. Logical reasons are given. Spotting the risks.

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Source: <https://br.pinterest.com/pin/371898881727588736/>





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► **Thank you for the attention!**