

CREATIVE THINKING



WHAT IS CREATIVE THINKING?

Creative thinking involves looking at problems or situations from a fresh perspective. It means finding innovative solutions, generating original ideas, and approaching tasks with an open and imaginative mindset. It's not just about artistic expression—creative thinking can be applied to any field or discipline.



WHAT IS IT NOT?

Creative thinking is not limited to “artistic” jobs. It's not about being random or chaotic; rather, it involves structured techniques to help you think outside the box. It's also not a talent you're born with—everyone can develop their creative skills with practice.

WHY IS IT IMPORTANT?

In 2023, companies ranked creative thinking as the second-most important job skill

Employers expect creative thinking to be the most important skill by 2027

94% of hiring managers view creativity as an essential skill when evaluating candidates



Creative thinking is not limited to the creative industries. For example, in health care, it can lead to personalized treatment plans; in engineering, it drives the development of new technologies; and in education, it enhances the effectiveness of teaching methods.

This versatility shows that creativity is crucial across a wide range of professions, including those not typically associated with creative tasks.



SIX WAYS TO FREE YOUR CREATIVITY AND BUILD CREATIVE CONFIDENCE:



Question everything:

get into the habit of asking “How might we...” “I wonder...” and “What if?” more often.



Be curious:

read widely and listen to podcasts or watch films that open you up to new experiences and knowledge.



Take breaks:

interrupt your working day with activities that don't tax your brain too much, whether that's something fun or something mundane.



Build new habits:

switch up your morning routine, change where or when you do your work, or take a new route to somewhere you regularly go.



Let your mind wander:

daydreaming and free thinking improves your mood and can trigger unexpected moments of inspiration.



Get moving:

regular physical exercise has been linked to creativity, so aim to do something active every day.