

# Creativity & Innovation

Generating new ideas, methods or concepts is key to the progress of a company. Innovation uses creativity to enhance the workplace, service or product. Finding a more effective way to get things done can boost sales and potentially improve a company's bottom line.

Brainstorming, integrating knowledge from other disciplines, considering all perspectives & ideas, modeling, and positivity can boost creativity and lead to innovation.

Sharing your knowledge in a creative and innovative way is essential to effective communication of innovation.

## *Essential Skills: Creativity*

4 Exemplary	3 Accomplished	2 Developing	1 Emerging
<input type="checkbox"/> Regularly demonstrates originality & inventiveness in work.	<input type="checkbox"/> Demonstrates originality & inventiveness in work.	<input type="checkbox"/> Struggles to demonstrate originality & inventiveness in work.	<input type="checkbox"/> Does not demonstrate originality & inventiveness in work.
<input type="checkbox"/> Effectively communicates new ideas to others and incorporates feedback.	<input type="checkbox"/> Effectively communicates new ideas to others.	<input type="checkbox"/> Struggles with communication of new ideas.	<input type="checkbox"/> Does not communicate new ideas to others.
<input type="checkbox"/> Integrates knowledge across different disciplines.	<input type="checkbox"/> Integrates knowledge across different disciplines.	<input type="checkbox"/> Struggles to connect knowledge across different disciplines.	<input type="checkbox"/> Does not integrate knowledge across different disciplines.
<input type="checkbox"/> Not dependent on the teacher or mentor for strategies or ideas.	<input type="checkbox"/> Rarely depends on the teacher or mentor for strategies or ideas.	<input type="checkbox"/> Often depends on the teacher or mentor for strategies or ideas.	<input type="checkbox"/> Does not come up with their own strategies or ideas.
<input type="checkbox"/> Creative delivery of information results in an exciting presentation or product.	<input type="checkbox"/> Creative delivery of information results in an engaging presentation or product.	<input type="checkbox"/> The delivery of information results in a presentation or product that lacks creativity <b>or</b> engagement.	<input type="checkbox"/> The delivery of information results in a presentation or product that lacks creativity <b>and</b> engagement.



Industry Desired Creativity & Innovation Outcomes:	Model Assignments
Demonstrates originality and inventiveness in work.	<b><u>Rapid Fire Inventions</u></b> Students form a research & design team to create and share about inventions using limited time & resources.
Communications new ideas to others.	
Integrates knowledge across different disciplines.	Additional Examples of Creativity & Innovation Assignments <ul style="list-style-type: none"> <li>● Developing a business plan.</li> <li>● Coming up with a new invention to meet a personally-felt need.</li> <li>● Presents a “pitch” of a business, product, or design idea.</li> <li>● Designs a service-learning project.</li> </ul>

<b>Creativity &amp; Innovation: Additional Resources</b>	
<p style="text-align: center;">Junior Achievement <a href="#">JA Career Success Program</a></p> <p style="text-align: center;">:Session One: Get Hired: Critical Thinking and Creativity Session Three: Collaboration and Creativity</p>	
<p style="text-align: center;">SB1070 Career Pathways: <a href="http://www.CareerAcademics.org">www.CareerAcademics.org</a> CareerReady! Developing Creativity &amp; Innovation</p>	
<p style="text-align: center;">San Diego Workforce Partnership: <a href="http://workforce.org/connect2careers">http://workforce.org/connect2careers</a> Coming Soon!</p>	
<p style="text-align: center;">The New World of Work: <a href="http://www.newworldofwork.org/21st-century-skills/">http://www.newworldofwork.org/21st-century-skills/</a></p> <p style="text-align: center;"><a href="#">The New World of Work Entrepreneurial Mindset Overview Video</a> <a href="#">The New World of Work Entrepreneurial Mindset Assessment Video</a></p>	
<p><b><u>The New World of Work: Lesson 1: Modern Workforce:</u></b></p> <ul style="list-style-type: none"> <li>● Elevator Pitch Handout</li> <li>● Instructional PowerPoint</li> </ul>	<p><b><u>The New World of Work: Lesson 2: Intrapreneurship:</u></b></p> <ul style="list-style-type: none"> <li>● Intrapreneurship Student Worksheet</li> <li>● Instructional PowerPoint</li> <li>● Khan Academy Richard Branson Video-Entrepreneurship</li> </ul>

