

Overview: Triggering creative thinking

Age group: Over 12

Group size: Small groups of 4 to 6 participants

Time: 60 minutes

Objectives: Creative thinking, teamwork, brainstorming

Materials: Flipcharts, pens

Instruction:

Ask the participants why creativity is important for entrepreneurship.

Explain to the participants that they will create a list of their own personal frustrations. Explain that the frustrations have to be very specific IN THEIR OWN LIVES! Frustrations such as the “political situation” or “overall security” are not acceptable. The taste of toothpaste - that is an acceptable frustration.

The group has a quota of creating a list of at least 10-15 frustrations. Give them 15 minutes to complete their list.

When the time is up, give the following instructions:

From your list of 10-15 frustrations, come up with at least creative solutions for the last three frustrations on your list. NB: The idea of finding solutions for the last three frustrations is that these are the three that were not immediately thought of. These frustrations may have a real potential for finding a new, creative solution!

Have representatives of each group to present the solutions they came up with.

Debriefing: Pose the following questions for final discussion:

1. How do you feel after conducting the creativity exercises?
2. How can these activities, and being a creative individual, help as an entrepreneur?
3. Why do you think you were asked to find a solution for the last three frustrations?
4. How can being a creative individual help you in your life in general?