
Creativity

Definition

Generates many new and unique ideas; makes connections among previously unrelated notions; is unafraid to use unorthodox methods; is seen as original and value-added in brainstorming settings.

Key Words: Innovation, Resourcefulness, Vision, Inventiveness

Behavioral Indicators:

1. Takes "smart" risks including trying new and different ways to get the job done
2. Develops new approaches/programs that prove to be effective
3. Integrates input and ideas from different sources to share information and/or explore opportunities.
4. Encourages new ideas, and motivates others to be proactive, resourceful, and know the student/customer.

PROFICIENCY LEVEL: Creativity

Level I

- Generates new ideas regarding his or her job
- Tries old solutions to problems, but will search for new methods when challenged
- Is seen as creative and a contributor in brainstorming settings
- Generates many new and unique ideas

Level II

- Searches for new and more effective methods, making connections between previously unrelated ideas
- Is seen as original and value-added in brainstorming settings
- Develops innovative ideas and methods of doing things
- Pursues new methods and solutions, thinks outside the box, connects disparate ideas, is unafraid to use unorthodox methods

Level III

- Is seen as a motivator and guide for others to generate new ideas in brainstorming sessions
 - Consistently generates and employs original ideas for himself or herself and for others, tackling both simple and complex problems
 - Uses analysis and cross-pollination of information from one situation to another to solve problems
 - Is seen as bringing out the best in others in brainstorming sessions or one-on-one, leading them to discover new connections, new solutions, and new ways of doing their jobs
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