



# **THE ROLE OF DIVERGENT AND START-UP THINKING IN CREATIVITY**

(secret of the triangles)

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# Why Creativity 21?



AGE OF  
CREATIVITY

The graphic features the words 'AGE OF' and 'CREATIVITY' stacked vertically. Each letter is contained within a 3D rectangular block of a different color. The top row consists of 'A' (blue), 'G' (red), 'E' (green), 'O' (dark green), and 'F' (purple). The bottom row consists of 'C' (cyan), 'R' (red), 'E' (orange), 'A' (dark green), 'T' (teal), 'I' (blue), 'V' (orange), 'I' (purple), and 'Y' (yellow). The blocks are arranged in a staggered, isometric perspective, with some blocks extending above and below the main text lines.



CREATIVE INDUSTRIES

CREATIVITY FOCUS INDUSTRY

EXHIBITION IMPRECISION CONTRIBUTION SECTOR GAMES ART KNOWLEDGE INNOVATION

INCREASINGLY COUNTRIES

ECONOMIST

NUMBER OCCUPIED PUBLISHING TALENT DIVERSITY SKILL REDUCIBLE

WEALTH VARIETY ECONOMIC JOBS

CREATIVE INPUT VIDEO MULTIMEDIA

LONG TERM PRODUCT PRODUCTION

INTELLIGENCE COMPETITIVE BUSINESS

CONCERNED ENTERPRISE SWAPPOSES SIGNIFICANT

DEVELOPMENT DIVERSITY

PERFORMANCE HEARTS

GENERATION

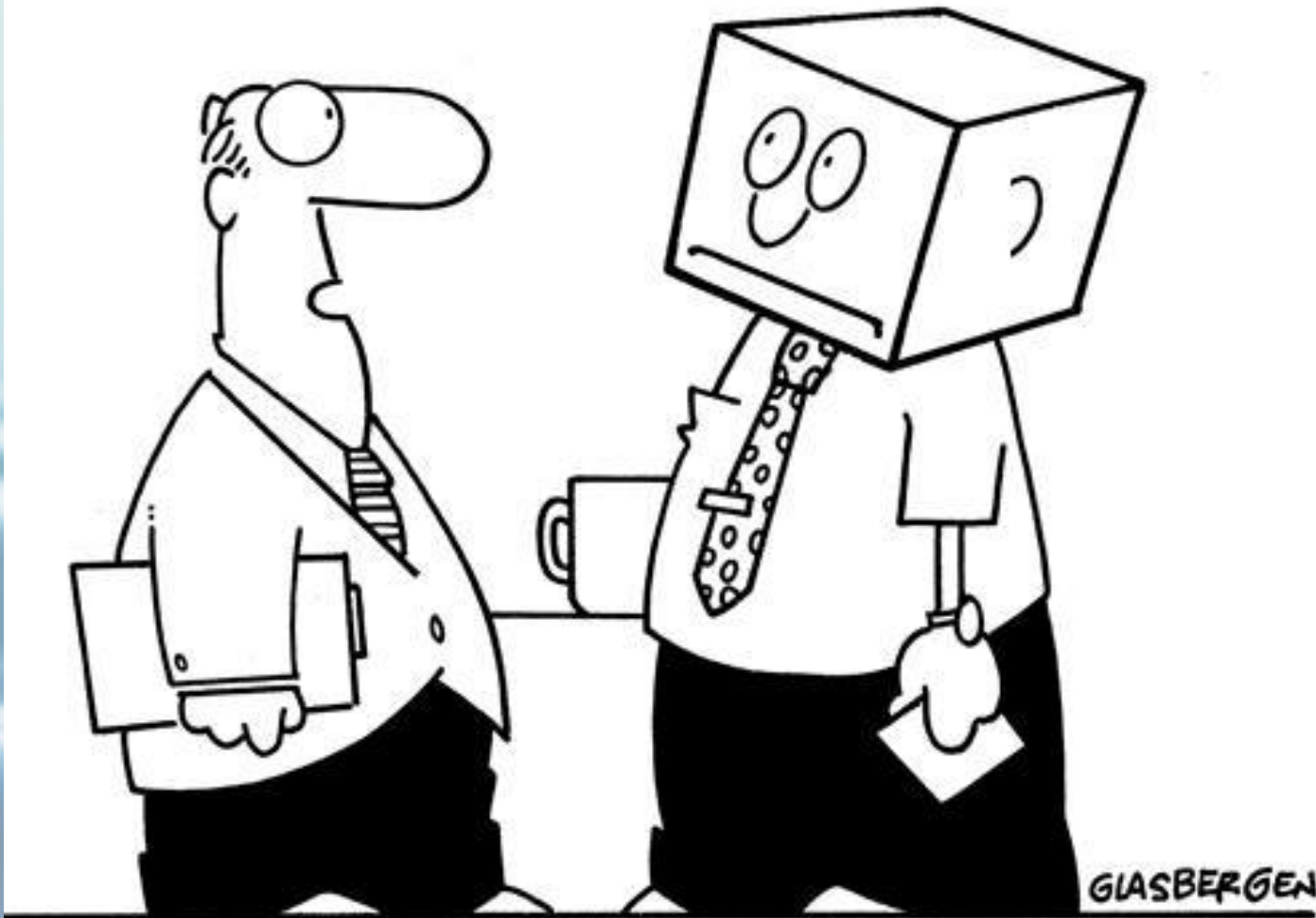
COMPUTER

PRIMARILY



creative  
TOURISM  
network

A graphic showing a black suitcase with a keyhole, surrounded by various tools like a pencil, a paintbrush, and a guitar.



**“Thinking outside of the box is difficult  
for some people. Keep trying.”**

**Learning**

**Creativity**

**Thinking**

# SKILL GAP

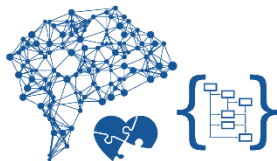
## Top 10 skills

### in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

### in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity





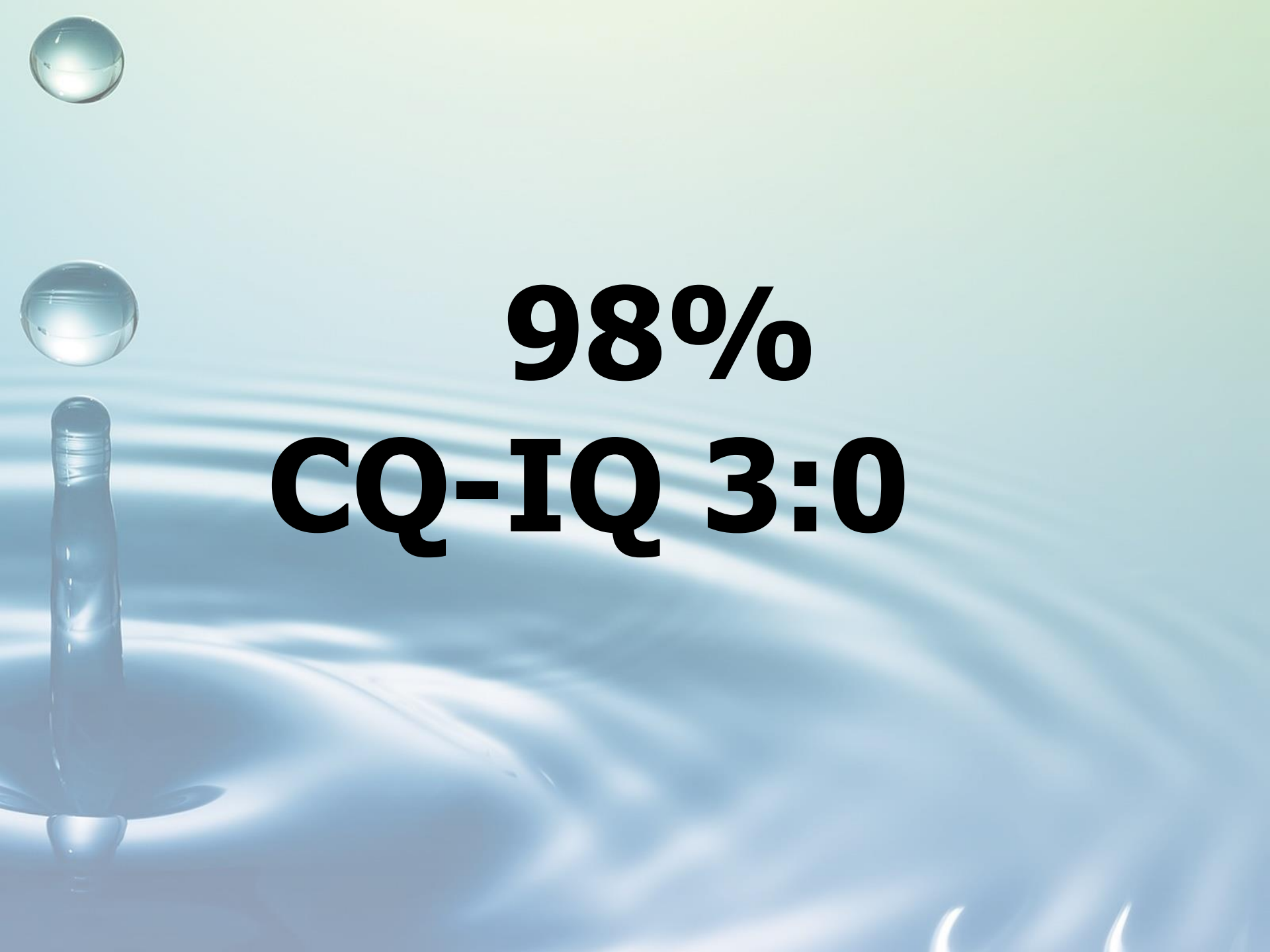
# **TRANSVERSAL COMPETENCES**

## **21st Century Skills**

**Adaptivity**

**Transformation**

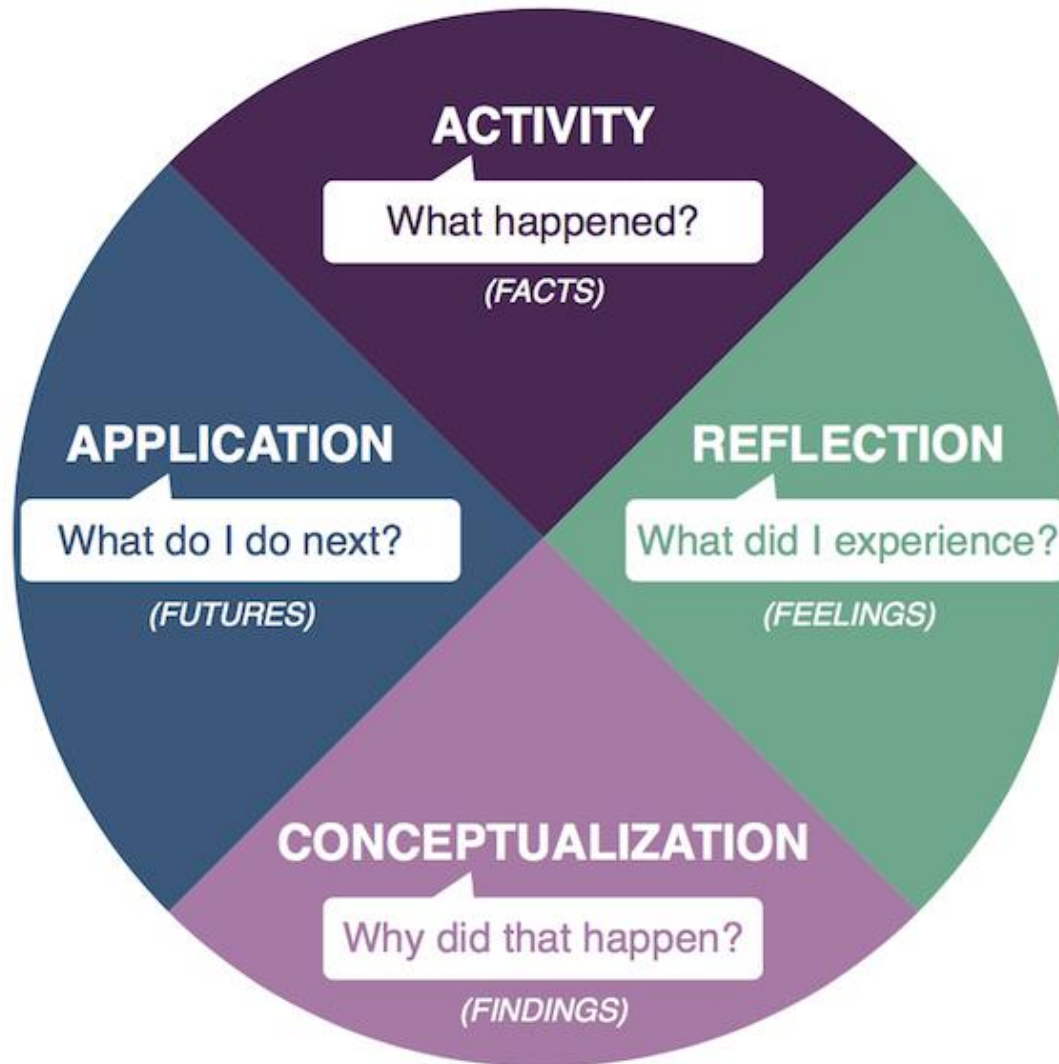
**4 C's**



**98%**  
**CQ-IQ 3:0**



# Learning by doing



**PERSON**  
Characteristics  
of People

**PROCESS**  
Operations  
They Perform

**PRODUCT**  
Resultant  
Outcomes

**PLACE**  
Climate, Culture,  
Context



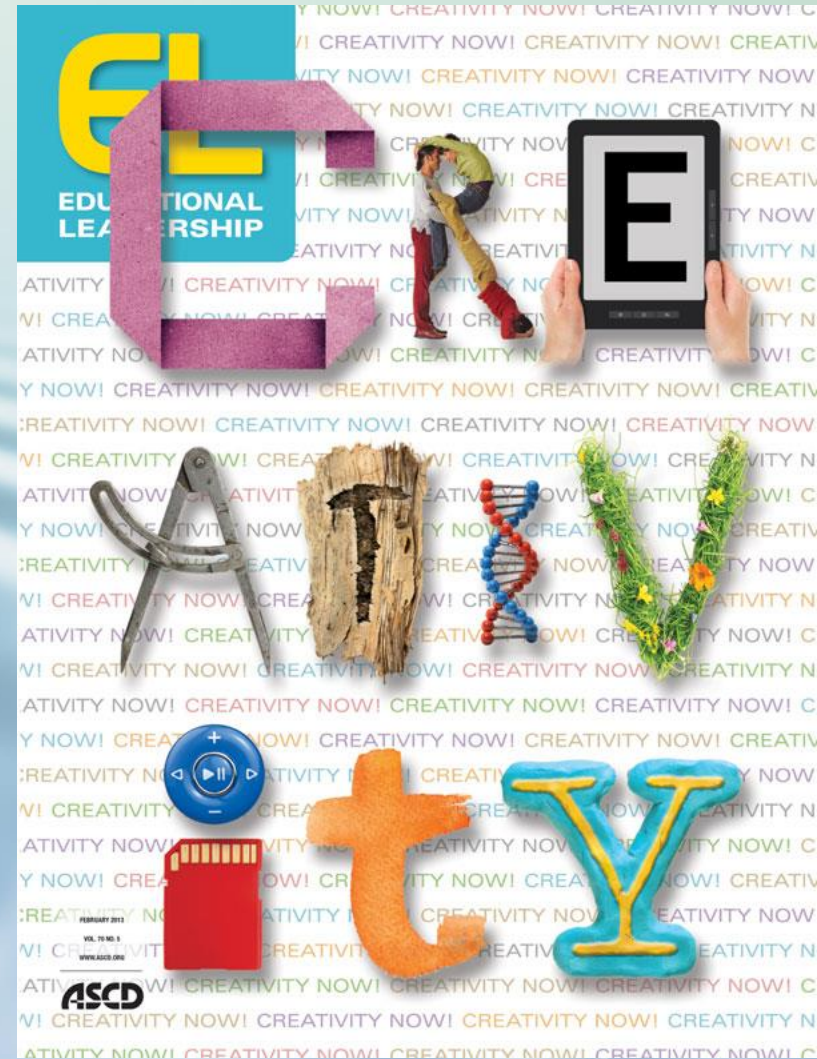
# Mozart vs Salieri

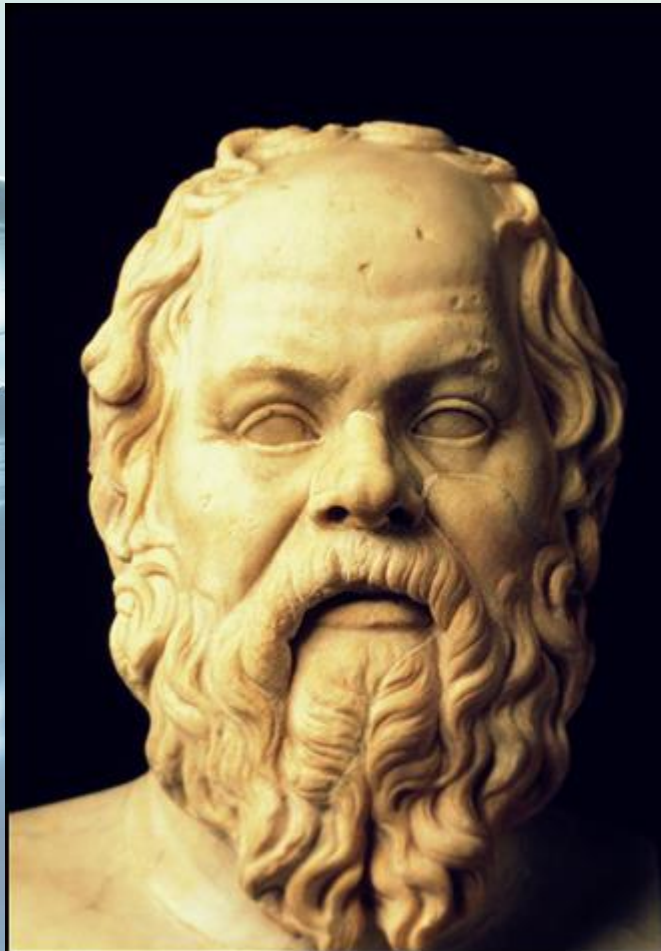
[https://www.youtube.com/watch?v=-ciFTP\\_KRy4&t=90s](https://www.youtube.com/watch?v=-ciFTP_KRy4&t=90s)

# 4 C Model

- **Mini-c (interpretive)**
- **Little-c (project)**
- **Pro-C (expert)**
- **Big-C (new approach)**

*(Kaufman-Beghetto,  
2009)*






**I cannot teach  
anybody anything;  
I can only make  
them think.**

*-Socrates*



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**Thank you very much  
for your attention!**

2018.11.26.