

OPPORTUNITY: *Building and Measuring Creativity Skills*

Creativity can be a new idea or thought, or an old idea that gets a second chance or a second look. Today, creativity, critical thinking, and problem-solving skills are sought-after traits that employers value and look for in the people they hire. In fact, creativity may be one of the most important workplace skills. Why? In addition to being a part of our everyday work, creativity is a top-ranked priority of organizations in order to reach their goals. Reaching these goals, including sales and profitability targets, involves problem-solving and innovation by many creative people who combine to represent the organization. In many workplaces, teamwork is the norm, and creativity is often necessary for teams to tackle new approaches to processes or projects. Employers also value creativity as a desired attribute in the leaders of the future—the people who will continue the success of the organization. On a more personal level, building creativity skills can add to personal satisfaction in getting work done. When organizations reward individuals for their innovation and productivity, creativity skills can be a competitive advantage.

How can building and measuring creativity matter to CareerTech? Employers are seeking creativity skills in their current and future employees. Many resources exist that instructors and learners can use to encourage and develop creativity. If these creativity skills can be documented or measured, then those skills could become a part of each learner's digital skills portfolio.

RESPONSE: The Curriculum and Instructional Materials Center (CIMC) is producing a new edition of its Career Focus magazines that has a focus on creativity. This magazine provides tools and resources to help foster and assess creativity within students' learning experiences. It also includes links to inspiring videos, articles on new ways to think, teach, and lead creatively, and activities to help teachers and students allow creativity to flow. The CIMC also has a suggested resources guide on creativity that is free to download at: www.okcareertech.org/educators/cimc/resources/downloads-1.