

Creativity in Science

Creativity is crucial in the process of writing research grant proposals, during innovative scientific research, and while designing applications. Scientists, therefore, are generally very creative and innovative in their work. But some commonly used techniques have been proven ineffective in scientific psychology studies. In this workshop we will focus on enhancing your creativity by making use of science-based techniques, such as zapstorm, brainwriting or deviators (De Vos, 2013). We will help you try such techniques and apply them to your own context. Such methods are fun to try and will often give immediate results! This will change your view on your creative effectiveness.

We will also reflect on the differences and similarities between scientific and artistic creativity (Kaufman & Sternberg, 2010), and use results of creativity-research like that of Rex Jung (2013), to enhance the creativity of you and your team. Optimize your creative effectiveness and apply it hands-on during this inspiring course!

About ElroyCOM Training

Trainer Msc. Bas Jansen is a psychologist and senior ElroyCOM Trainer. ElroyCOM Training was founded in 2005 by Dr. E. Cocheret de la Morinière, and consists of more than 20 excellent and international trainers and training actors. For more information please refer to www.elroycom.nl.

Program Creativity in Science

14.00 – 14.10	Introduction by senior ElroyCOM trainer Bas Jansen: the science behind creativity
14.10 – 14.20	Making acquaintance and sharing learning goals
14.20 – 14.30	Exercise: warming up the creative muscles
14.30 – 14.35	Film clip: the most creative professor in the world
14.35 – 14.45	Theory/exercise: formulating a creative question
14.45 – 14.55	Theory: differences and similarities of creativity in science and the arts
14.55 – 15.15	Tool 1: The classic brainstorm, how to do it right
15.15 – 15.30	Coffee / tea break
15.30 – 15.35	Exercise: creative energizer
15.35 – 15.40	Theory: a stage-model of scientific creativity
15.40 – 15.50	Tool 2: Zapstorm
15.50 – 16.00	Tool 3: Selecting ideas with the COCD-box
16.00 – 16.10	Break: refreshing drinks
16.10 – 16.20	Tool 4: Convergent techniques to enrich the ideas
16.20 – 16.35	How to apply the theory and tools in your scientific work
16.35 – 16.45	Making a personal creativity plan
16.45 – 17.00	Plenary evaluation