

EMPLOYABILITY SKILLS BRIEFING

CREATIVITY

This PDF supports the short video about creative skills and it's one of nine paired videos and PDFs on Tunnelworks, each covering a common employability skill.

The main aim with these resources is to help you understand what these skills are, and how they are used. You might be surprised to realise that you're probably using many of these skills in your school, social and family lives already.

So, even if you don't have lots of working experience, you do have relevant work skills to talk about when applying for jobs. Use these resources to help identify your skills and practise writing and talking about them. Then you'll be interview ready!

What is a good general definition of creativity?

Creativity is the use of your imagination to think about or invent original ideas or ways of doing something and then turn your ideas in to reality.

What does that mean in practice on the Thames Tideway Tunnel project?

The Thames Tideway Tunnel project is a large and complicated construction project where lots of things have to happen at the same time. In order for the teams within each of the many departments to work effectively, individuals are encouraged to contribute their ideas and suggestions to help make improvements to existing processes or ways of doing things. There's an openness that encourages employees to think differently and look at approaching their work in new and innovative ways. We always ask; is there a better way of doing things?

What are two typical examples of creativity, in action on the Thames Tideway Tunnel project?

The engineering team have created many processes that will have been used many times and always worked well. However, a newly qualified engineer might look at a particular thing we are doing and identify a new and innovative way of doing it.

Another example is when the communications team have to tell the media and local communities about the development of the project and any impacts it might be having. The team would get together to brainstorm ideas to come up with the best way(s) of delivering this information.

What are the individual elements in creativity?

The individual elements include: the ability to look at things from a different perspective; using your imagination; embracing new ideas and innovations; exploring and sharing new ideas and information; recognising everyone's strengths and input; acting on your new ideas to generate an actual solution.

At school or at home what sort of activities might help me to develop creative skills?

If you've worked successfully with a group of classmates or friends then you will have developed and used creative skills. Typical activities include: working with other students to solve a problem such as how best to promote your school play to the local community; working with other students in your class to complete a project or presentation; or joining a school committee to plan a fundraising project for your favourite charity.

If I'm applying for a job and the employer says they want creative individuals, how could I talk about things I've done and make them relevant?

Think about and write down any examples of specific problem-solving ideas or innovations you have had. Practice and be ready to talk about them in an interview.

You could give an example of when you were on a school committee raising funds for the school prom, and explain that you came up with a new fund-raising idea. Or maybe you came up with a new venue or theme for the prom. Explain how you brainstormed with the committee and got fully involved so that you were able to contribute your ideas and let your imagination run freely.

Or maybe you've taken part in a scheme like the Duke of Edinburgh or been a member of another youth group like the scouts or guides. Think about any projects, activities or tasks you were involved with where you think you worked creatively to get to where you needed to be, both as a team and as an individual.