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## **THE VALUE OF CREATIVE METHODS**

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## **ЦІННІСТЬ КРЕАТИВНИХ МЕТОДІВ**

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It is undisputed that we need creative methods. Creative methods are more than just finding ideas. They are important methods to think

analytically about concrete problems, to extend the solutions and thus to serve the company.

Good creative methods promote innovative thinking and acting as well as the motivation of employees and strengthen team spirit. In addition, they provide the company with a dynamic focus on its goals.

The best method, however, is without effect if the employees have not understood the meaning behind it. To this end, parameters must be defined in order to determine this. These parameters must be given in order to guarantee sustainable success.

#### Mix of teams

It should be standard to use mixed teams. Modern companies allow all employees to share in their success. Important parameters here are participation and transparency. Mixing teams guarantees diversity.

In particular, it is helpful to immediately integrate young people into these boundary conditions.

Thus expectations can be concretized and the mission of the enterprise becomes transparent. An effective mix should guarantee that there are overlaps between the different departments and age groups. This guarantees that the different stages of the employees' lives can also flow into the innovation. In addition, the integration of different cultural areas is indispensable. Each language opens up a new horizon. Creative methods also ensure that every employee can present his or her vision on an equal footing. Gender diversity should also be taken into account.

Another important parameter is the common goal of understanding.

For a successful and sustainable creativity the common goal formulation is an important basis. This is the only way to guarantee that employees pursue the same goals at all times.

An important parameter is that this goal is completely transparent. If this goal is sufficiently transparent, the result process becomes all the clearer. It is therefore important to invest time in a common vocabulary and a common problem analysis. Common objectives and missions are developed.

Dealing with large amounts of data will take up more and more space in companies. The Swiss Federal Institute of Technology in Zurich founded a department years ago that deals with the visualization of large amounts of data.

This visualization also has the advantage that results can be understood and picked up more quickly. In addition, with a suitable visualization of data, it is also possible to work out corresponding

priorities and identify problems. Such introductory workshops should be timed accordingly.

Especially the introduction is of utmost importance to define the processes, to determine roles and to present the individual steps for the different areas in order to achieve a solution. Typical times for this process would be at least four days.

Small steps are important to introduce all employees step by step into the process and to guarantee a common consensus. In addition, there is a minimization of the risk none not to understand.

It also guarantees that you won't go into creative one-way streets so quickly. However, it is also important in this process that the complete orientation of the company is not neglected.

These small steps must be moderated by specialists who have the skills in communication and creative processes on the one hand and, as far as possible, can at least understand the technical expertise on the other.

It should also be clear to the employees that the goals they have set cannot be achieved the first time. In this phase it is equally important to redefine the process of alignment and to start a solution process again.

Solution processes and creative methods must match the problem. Not every creative method is suitable for every problem. Excellence in the operational area must be created in order to sustainably improve the innovative strength of the company.

## **РОЛЬ РЕФЛЕКСИВНОЇ СКЛАДОВОЇ В ПРОЦЕСІ ПРОФЕСІЙНОГО СТАНОВЛЕННЯ У СТУДЕНТСЬКІ РОКИ**

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## **THE ROLE OF THE REFLECTIVE COMPONENT IN THE PROCESS OF PROFESSIONAL DEVELOPMENT DURING STUDENT YEARS**

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