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# Creative Thinking: Bringing Students and External Stakeholders Together

**Engaging students in real-world challenges using a co-creation approach**

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# The Power of Creativity

Creativity is one of the hardest thinking skills to acquire, and also the most sought-after.

### Imagination to Reality

Many imagined ideas become real inventions, like Star Trek communicators.

### Highest Order Thinking

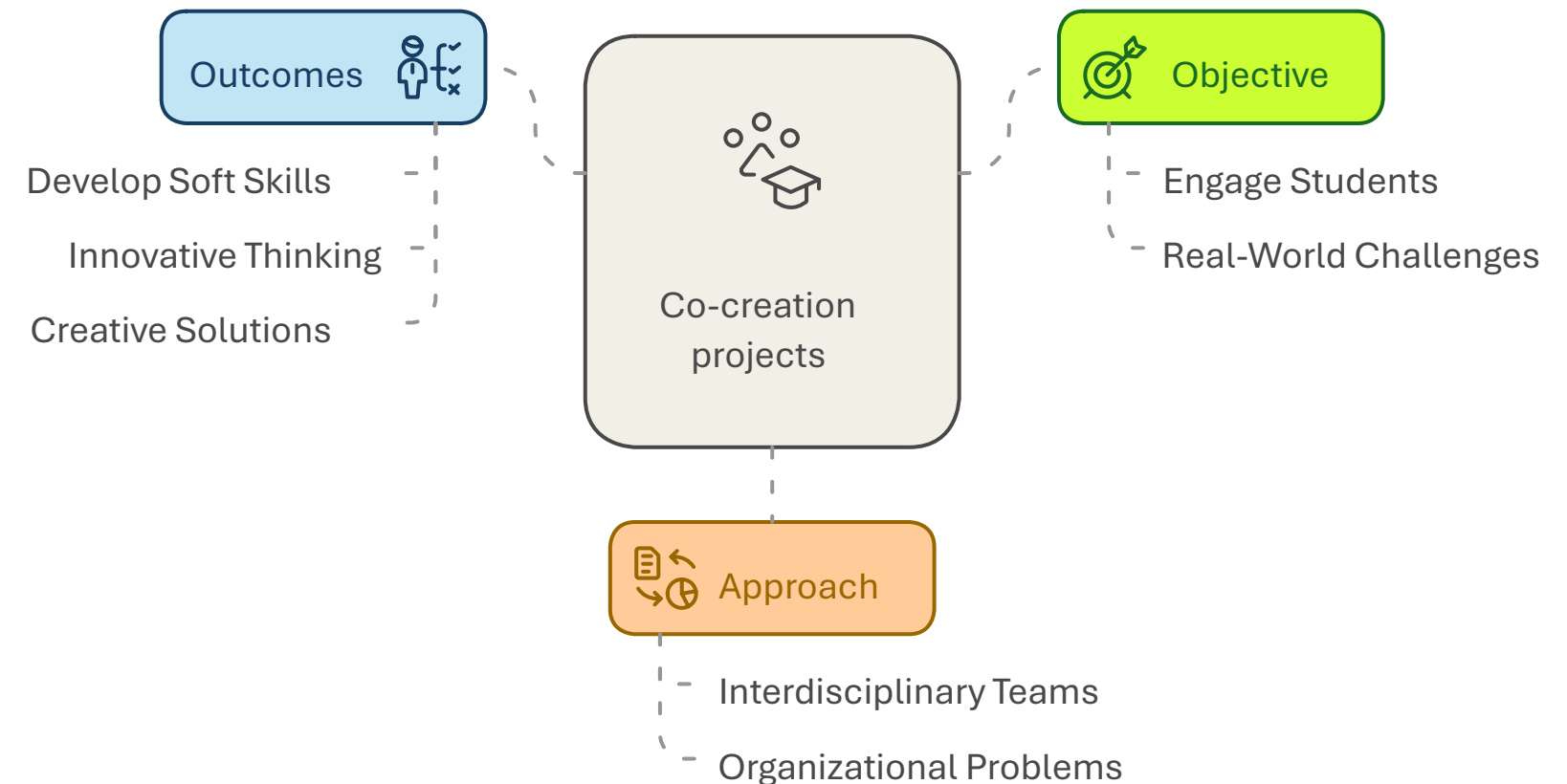Bloom's taxonomy ranks creativity as the most difficult cognitive skill.

### Educational Priority

Creativity should be at the forefront of all learning environments.

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# Project Overview

**1**

### Promote

Students' engagement in real-world challenges using co-creation.

**2**

### Approach

Interdisciplinary teams work on problems from organizations.

**3**

### Outcome

Develop soft skills and promote innovative thinking. Develop and prototype creative solutions for real-world problems.

Outcomes

Develop Soft Skills

Innovative Thinking

Creative Solutions

Objective

Engage Students

Real-World Challenges

Co-creation projects

Approach

Interdisciplinary Teams

Organizational Problems

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# Project Scope

### Commercial

Engage with businesses for real-world challenges.

### Educational

Enhance student learning through practical experience.

### Social/Cultural

Address community issues through innovative solutions.

### Entrepreneurship

Foster entrepreneurial spirit among participants.

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# Building a Collaborative Framework for Innovative Solutions

**Collaborative Innovation Framework**
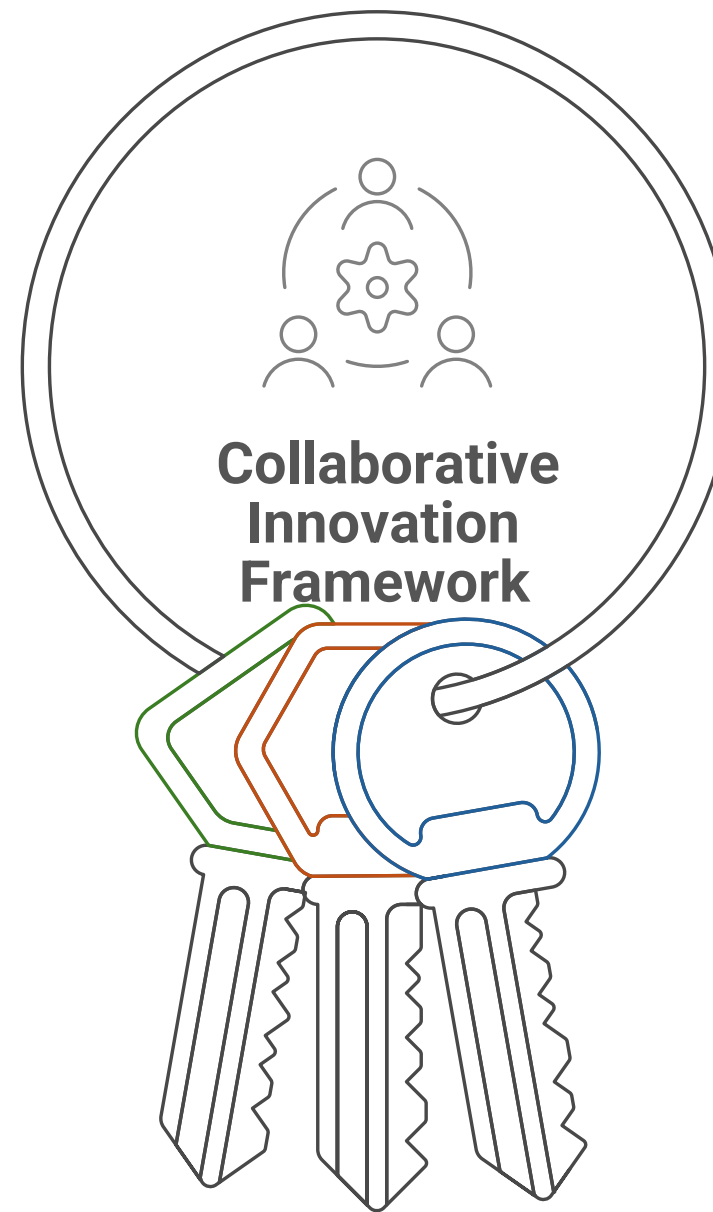
## Organizations
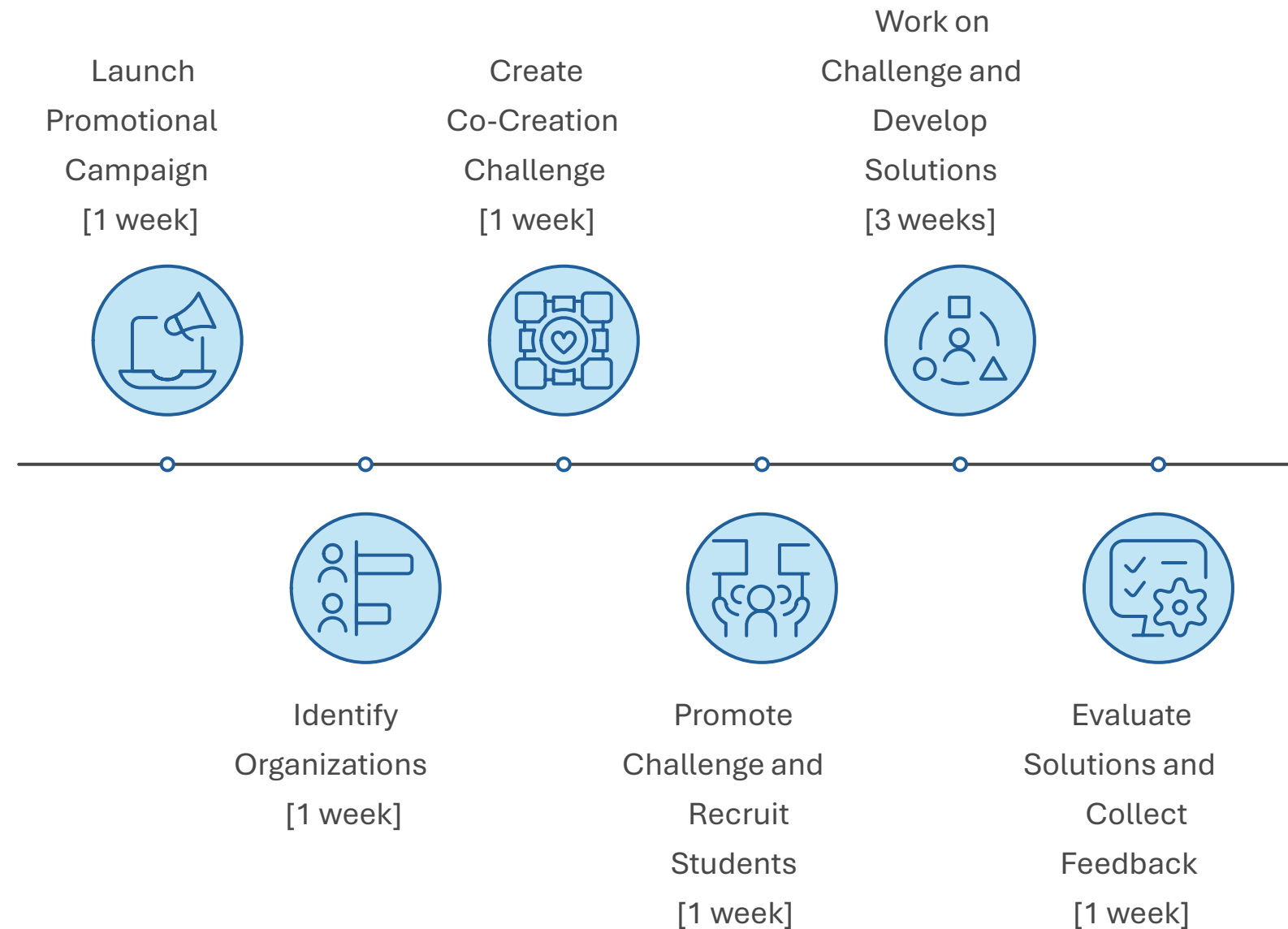Diverse groups contributing to innovative solutions

## Facilitators
Teachers and researchers guiding the co-creation process

## Students
Entities providing real-world challenges for innovation

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# Project Phases for Co-Creation Challenge

Launch
Promotional
Campaign
[1 week]

Create
Co-Creation
Challenge
[1 week]

Work on
Challenge and
Develop
Solutions
[3 weeks]

Identify
Organizations
[1 week]

Promote
Challenge and
Recruit
Students
[1 week]

Evaluate
Solutions and
Collect
Feedback
[1 week]

# Co-creation Process

## 1 Comprehend

Understand the problem the needs of the organizations in the context of the challenge using techniques such as , mind maps, stakeholders identification, empathy maps, and signals.

## 2 Ideate

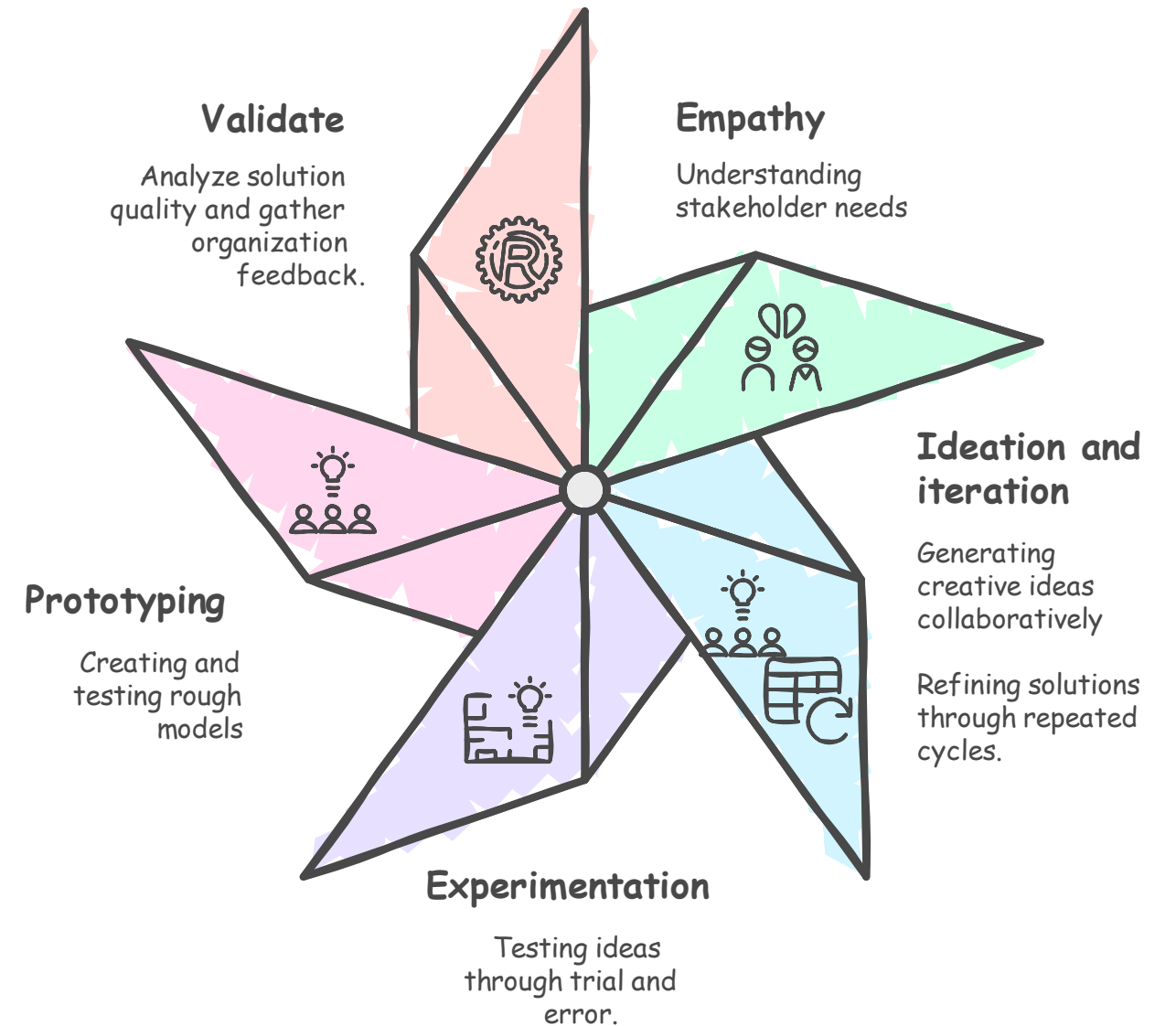Generate solutions through brainstorming and design thinking.

## 3 Prototype

Quickly create a rough models to test and iterate on ideas.

## 4 Validate

Analyze solution quality and gather organization feedback.

**Validate**
Analyze solution quality and gather organization feedback.

**Empathy**
Understanding stakeholder needs

**Ideation and iteration**
Generating creative ideas collaboratively

Refining solutions through repeated cycles.

**Prototyping**
Creating and testing rough models

**Experimentation**
Testing ideas through trial and error.

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# Benefits

### Students

Gain real-world experience and develop soft skills.

### Organizations

Engage with innovative ideas and fresh perspectives.

### Universities

Improve visibility and value in the community.

### Society

Benefit from creative solutions to real-world problems.

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# Thank you for your interest and attention!

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