



Innovation and idea generation

Age range: 11-14 and 14-16

 **BARCLAYS** | LifeSkills



An enterprising person

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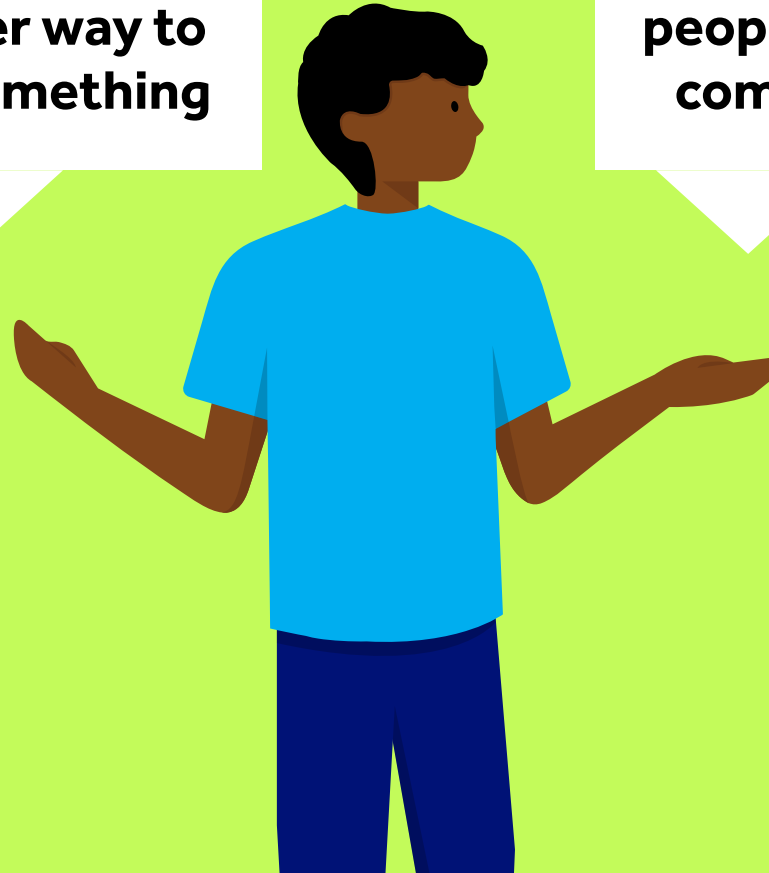
**Suggesting
improvements
for your school**

**Finding a
better way to
do something**

**Helping
people in your
community**

**Improving
the area where
you live**

**Supporting
after-school
clubs**



Being **enterprising** means using your skills and positive attitude to bring about change – not necessarily in business.

Which of these tasks require creative ideas or innovative thought?

- Baking a cake
- Writing a revision plan
- Planning a football team's strategy
- Designing a new app
- Responding to a customer complaint
- Building a house



What is creativity?

- The ability to think beyond traditional ideas, rules, patterns and relationship to create new ideas, forms and methods
- The use of imagination and the generation of new ideas



What do you see?

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Developing creativity

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Creativity in action

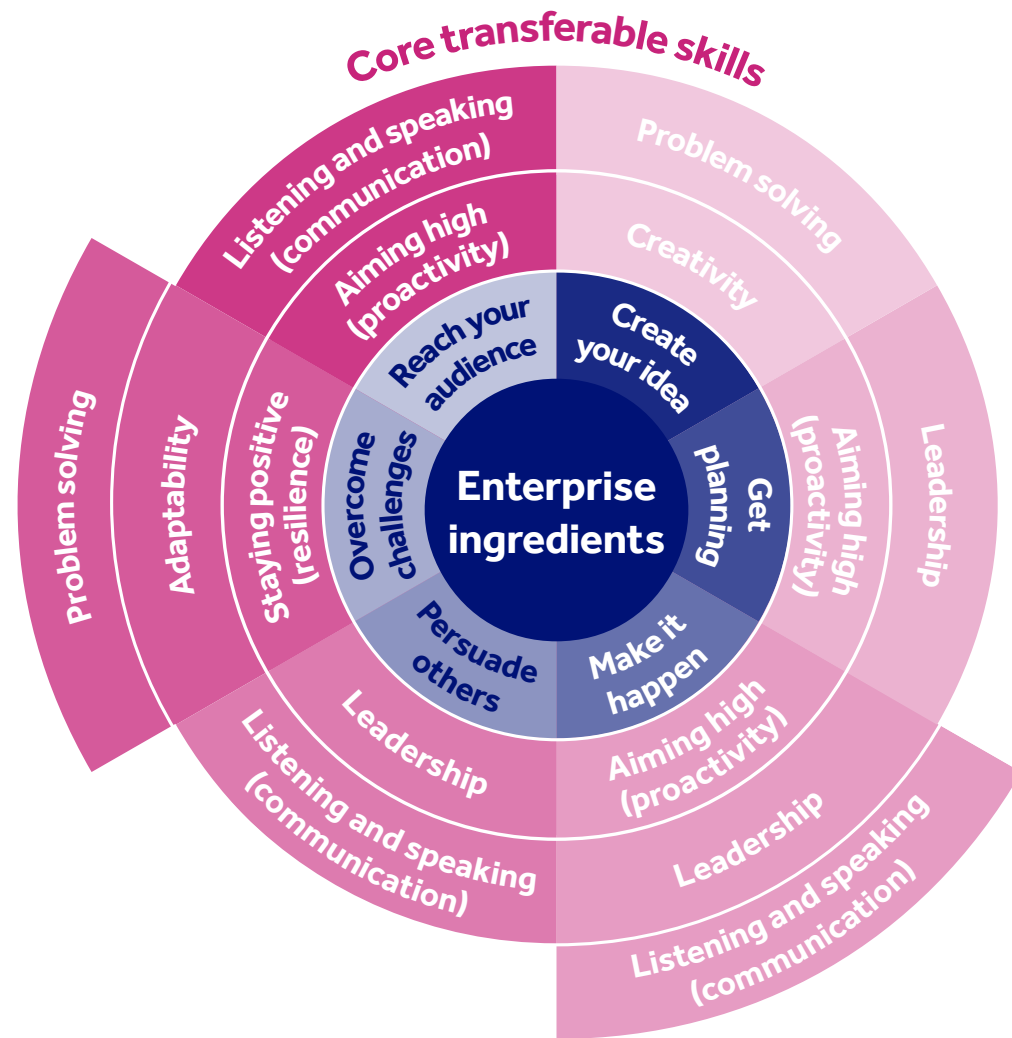
Part 1: Think about where people you know use creativity

In what activities is creativity useful?	Who might use it?	What effect does it have?
Example: Cookery	Families	Example: A family may have lots of different foods and dinner is often a tasty surprise

Part 2: Now think about where you use creativity already

When am I creative?	How do I use creativity?	What effect does it have?
Example: At football	Example: I try new tricks to beat opponents	Example: When it works I help our team to win





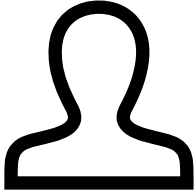

Being enterprising



Present your idea

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Use this sheet to help you plan your presentation

1	2	3	4	5	6
					
What is your idea?	What is good about it? What benefits does it have?	Is there anything that isn't good about it? How would you get around this?	Who will benefit from it? How?	Who in your team will present each section?	How will you present your idea? E.g. mind maps, pictures, a song, a play, a discussion

Top tips for successful presentations

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- Practise what you want to say
- Summarise key points rather than reading a speech
- Speak clearly
- Don't rush. Your audience need time to take in what you're saying
- Stick to time (put a timer or watch in front of you to help)
- Don't worry if you make a mistake. Your audience are unlikely to notice an error
- Pause and breathe
- Let your enthusiasm for your ideas show

