



FACE

WebQuest 5

March 2024

IDEC S.A.



FOSTERING AWARENESS
CULTURAL

ON YOUTH
ENTREPRENEURSHIP

Nurturing Creativity: Having the right vision for success in the CCI



[Download the Webquest in a pdf](#)



SKILLS

Creativity, vision, valuing ideas



MODULE

Management in cultural and creative enterprises



TIME FRAME

20-40 minutes



FACILITATION LEVEL

Intermediate

Learn about creative thinking skills and the importance of innovation for the success of entrepreneurial projects.



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Introduction



Welcome to the "Nurturing Creativity" WebQuest! In this engaging exploration, lasting 20-40 minutes, you will delve into the realm of management in enterprises with a particular focus on fostering the crucial skill of creativity.

Learning objectives

The goal of this WebQuest is to deepen your understanding of how creativity plays a pivotal role in the management of enterprises and in the field of entrepreneurship. You will explore strategies to nurture creativity within organizations and attempt to apply them to your personal ventures. You will also learn the concept of Creative Thinking and self-reflect on your own creativity.



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Task



Task 1: The Intersection of Creativity and Entrepreneurship (10 minutes) Begin by reading an article that explores the many ways in which creativity can play a role in entrepreneurship, and why it's an important factor to consider for anyone looking to start their own business. Consider how fostering creativity can enhance innovation and organizational success.

Task 2: What is Creative Thinking? (10 minutes) Watch an introductory video to the concept of Creative Thinking. Reflect on the key points discussed in the video, write down your main takeaways regarding creative thinking and how you can apply the concepts discussed in the video to your personal or professional life.

Task 3: Ways for entrepreneurs to improve their creativity (15 minutes) Read an article about the different ways that entrepreneurs can foster their creativity and reflect on the importance of innovation and adaptability in the creative process. Take a quick interactive quiz to determine if you lean more towards adaptive or innovative creativity.

Process

In the resources section you can find every resource that you have to use to complete your task. There will be detailed instructions on what you need to know and how you can use them.

Remember, you will need to use skills of creativity, vision and valuing ideas.

Your first task is titled 'The Intersection of Creativity and Entrepreneurship', with a designated completion time of 10 minutes. You will be instructed to read an article that explores the many ways in which creativity can play a role in entrepreneurship, and why it's an important factor to consider for anyone looking to start their own business. You will need to consider how fostering creativity can enhance innovation and organizational success, and present a summary of your reflection.



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The second task of this webquest is titled 'What is Creative Thinking?', with a designated completion time of 10 minutes. You will be instructed to watch an introductory video to the concept of Creative Thinking. Reflect on the key points discussed in the video, write down your main takeaways regarding creative thinking and how you can apply the concepts discussed in the video to your personal or professional life.

Your third task is titled 'Ways for entrepreneurs to improve their creativity' with a designated completion time of 15 minutes. You will be instructed to read an article about the different ways that entrepreneurs can foster their creativity and reflect on the importance of innovation and adaptability in the creative process. You will also take a quick interactive quiz to determine if you lean more towards adaptive or innovative creativity.

Conclusion

Congratulations! You have completed the "Nurturing Creativity" WebQuest. Take a moment to reflect on the importance of creativity and innovation in the management of enterprises and think of possible ways you can use creativity to create a vision for your own projects.

Self - Evaluation

1. What is the difference between adaptive and innovative creativity?
 - a) There is no difference
 - b) Adaptive creativity focuses on incremental improvements, while innovative creativity involves groundbreaking ideas
 - c) Innovative creativity relies on imitation, while adaptive creativity involves originality
 - d) Adaptive creativity is limited to personal projects, while innovative creativity is applied in professional settings
2. What is one phrase summarizing the importance of innovation and adaptability in the creative process?
 - a) Sticking to traditional methods
 - b) Embracing change and experimentation
 - c) Focusing solely on financial gains
 - d) Avoiding risks and challenges



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3. How should entrepreneurs foster their creativity?

- a) By avoiding experimentation
- b) By adhering strictly to conventional methods
- c) By embracing innovation and adaptability
- d) By isolating themselves from external influences

Correct answers: B, B, C

Resources

Click each section below to see all resources available

Websites

Article link for Task 1:

<https://aicontentfy.com/en/blog/role-of-creativity-in-entrepreneurship>

Article link for Task 3:

<https://www.entrepreneur.com/en-in/entrepreneurs/how-can-entrepreneursenhance-their-creativity/310904>

Quiz link for Task 3:

<https://take.quiz-maker.com/QT7TOPDBI>



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Videos

Video link for task 2:

<https://www.youtube.com/watch?v=cYhgllTy4yY>



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