

## MOOC DIGITAL WORKPLACE

### MODULE 4: CHANGE MANAGEMENT AND CREATIVE THINKING

#### VÍDEO: MOD4\_6: Creativity: vertical and lateral thinking

Script: details of what the course presenter will say.  
On screen text: ideas, images etc. to appear on screen as and when prompted.  
Editing notes: notes of what needs to be changed for the next edition.

#### SCRIPT

#### ON SCREEN TEXT

#### EDITING NOTES

When we talk about creativity, it is impossible not to resort to key concepts such as innovation, disruption or vanguard.

We looked back in time to go to 1967, when Maltese psychologist Edward de Bono coined the term lateral thinking, showing it as a new technique for finding solutions, following seemingly illogical methods and from a much more creative approach. Did you already know this concept?

Sing:  
Lateral thinking.

Close-up of the trainer with a sign with his name and surnames for a few seconds.

And it is that lateral thinking involves trying to think things differently, not to stay with the first idea that comes to our mind, but to question it. Only in this way will we obtain new solutions and options to the issues that we pose in the day to day, both professional and personal level.

It is what is commonly known as "thinking outside the box"; That is, out of the ordinary, of what our reason, our logic and custom dictates.

However, we must not leave aside our more logical and rational thinking, also known as vertical thinking, which happens sequentially in our brain, but which necessarily integrates with the lateral to offer us different solutions to the same problem.

Card:  
Vertical Thinking:

- Logical
- Rational
- Sequential
- Analytical
- Selective
- Functional value

Lateral Thinking:

- Creative
- Intuitive
- Non-sequential
- Explorer
- Artistic value
- Integrates vertical thinking

Mid-plane of the formator, who is in the centre of it, happening to its sides each one of the characteristics of the lateral and vertical thought.

But do we know how we can develop our creativity, our lateral thinking?

We just have to let go, pay attention and become aware that everything is in our thinking. In our day to day, it is easy to apply these guidelines:

- Reserve time for "doing nothing", thus recharging the energy of your brain to create.
- Question what do you do in each moment: what for and how do you? Would there be a better way to do it?
- Challenge your beliefs to any challenge: do they have a foundation? What do different people think about the same issue?
- Do not always stay with the first solution you can think of, explore! You can even ask for other ideas or possible alternatives to people in your environment.
- Learn constantly through training, reading, or other people and experiences.
- And, of course, have fun! Because creativity is often unleashed in moments of fun and good work environment.

Card:

- Recharge energy "doing nothing"
- Question what you do
- Challenge your beliefs
- Explore!
- Learn constantly
- ¡Have fun!

Close-up of the trainer, in which he points out each of the guidelines as they appear on the screen.

Having said that, we can be able to influence telework in a positive way thanks to the training of our lateral thinking, because there are only advantages!

- The first, allows us to solve new problems every day that we have never faced before.
- On the other hand, all the professions demand to enter a process of reinvention and constant learning, that is why we cannot continue in the daily and "vertical" tonic permanently.
- Thirdly, your personal growth depends on whether you challenge yourself and try new things on a regular basis. The differentiation provided by lateral thinking is key to being more competitive.
- Finally, we are aware that customers are increasingly having new needs. Lateral thinking will provide us with innovative solutions to influence the temporary sustainability of our services.

Card:

- Solving new problems every day
- Reinvention and constant learning
- Higher level of competence and differentiation
- Innovation for our clients

Close-up of the trainer with change of perspective and text to one side of the screen.

As we have seen, are you willing to start and further develop your creativity? Begin little by little and you will see how you will feel more competent and confident of yourself every day.

Close-up of the trainer.