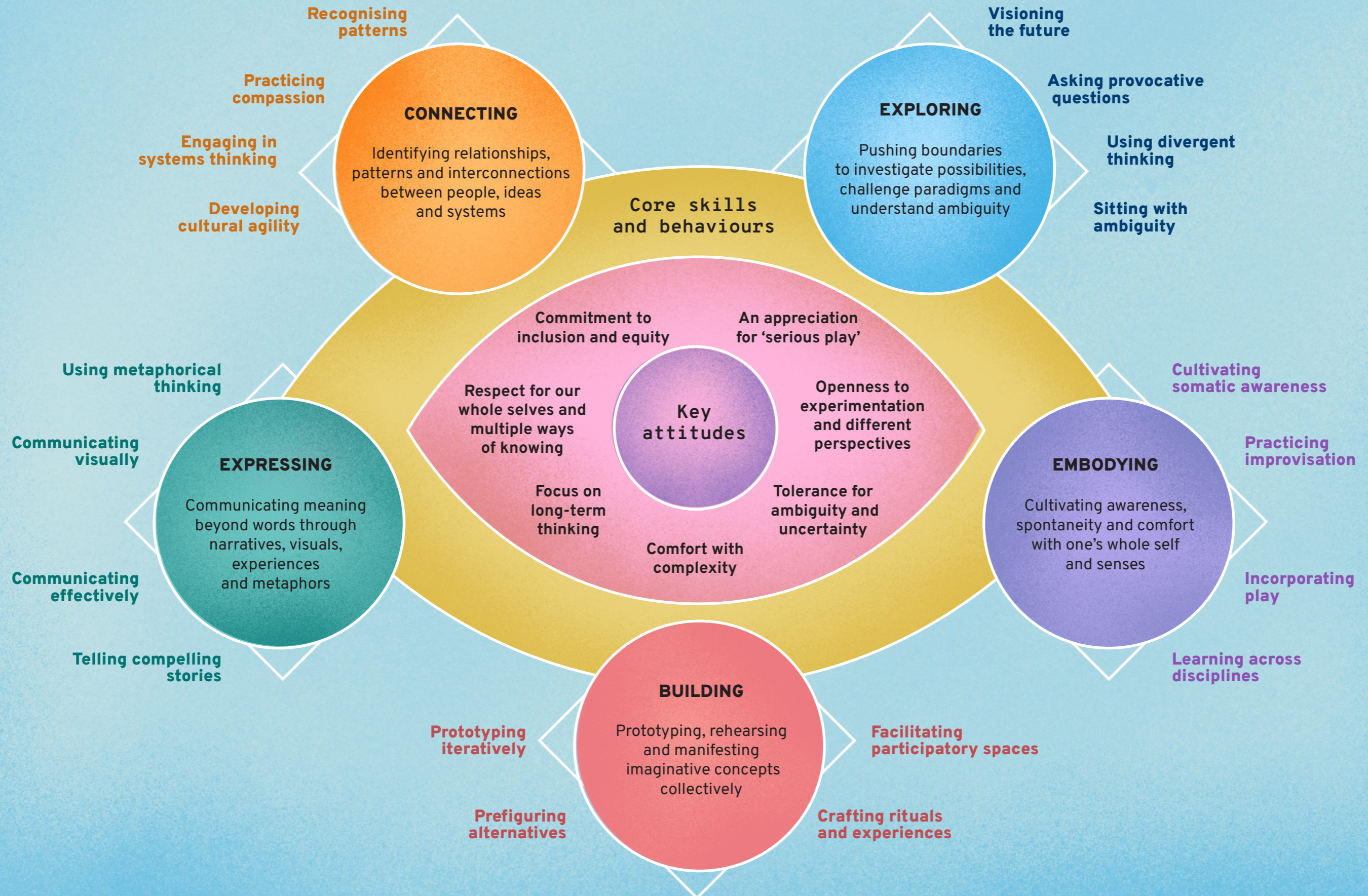


# CREATIVE PRACTICE COMPETENCY FRAMEWORK

A competency model that visualises the attitudes and behaviours required to practice creativity in a way that leads to innovation and impact.



# Core skills and behaviours in detail



## CONNECTING



### Recognising patterns

- Identifying trends in data
- Analysing common themes in experiences
- Seeing interconnections between siloed elements

### Practicing compassion

- Interviewing people about their experiences
- Roleplaying different perspectives
- Observing emotional responses

### Engaging in systems thinking

- Mapping relationships between parts
- Considering contextual factors
- Tracing downstream effects of changes

### Developing cultural agility

- Engaging with diverse media and art
- Having dialogues with different communities
- Adjusting language and methods to contexts

## EXPLORING



### Using divergent thinking

- Brainstorming wide range of ideas
- Allowing unexpected tangents
- Building on others' suggestions

### Asking provocative questions

- Challenging assumptions
- Considering unconventional perspectives
- Inviting debate and reflection

### Visioning the future

- Envisioning multiple scenarios
- Developing visual visions
- Backcasting from an imagined future

### Sitting with ambiguity

- Resisting pressure for simple explanations
- Letting ideas settle before finalising
- Being comfortable with not knowing

## BUILDING



### Prototyping iteratively

- Developing quick mockups
- Gathering feedback frequently
- Refining based on evaluation

### Prefiguring alternatives

- Envisioning desired futures
- Rehearsing new behaviors
- Aligning present with preferred states

### Facilitating participatory spaces

- Designing inclusive environments
- Guiding generative interactions
- Curating diversity

### Crafting rituals and experiences

- Designing communal activities with intention
- Considering symbolic elements
- Structuring meaningful gatherings

## EXPRESSING



### Using metaphorical thinking

- Representing situations through symbolic analogies
- Comparing complex dynamics to everyday experiences
- Reframing problems in imaginative ways

### Communicating visually

- Mapping concepts and relationships visually
- Sketching ideas rapidly
- Using models, artefacts and images

### Communicating effectively

- Translating technical details into an accessible form
- Weaving narrative elements into communications
- Aligning language, emotion and facts

### Telling compelling stories

- Illustrating key messages through stories
- Developing characters and plotlines
- Designing immersive experiences

## EMBODYING



### Incorporating play

- Welcoming humor and lightheartedness
- Incorporating games and physicality
- Fostering joy and fun

### Learning across disciplines

- Reading widely outside domain
- Developing a beginner's mindset
- Cross-training in diverse skills

### Cultivating somatic awareness

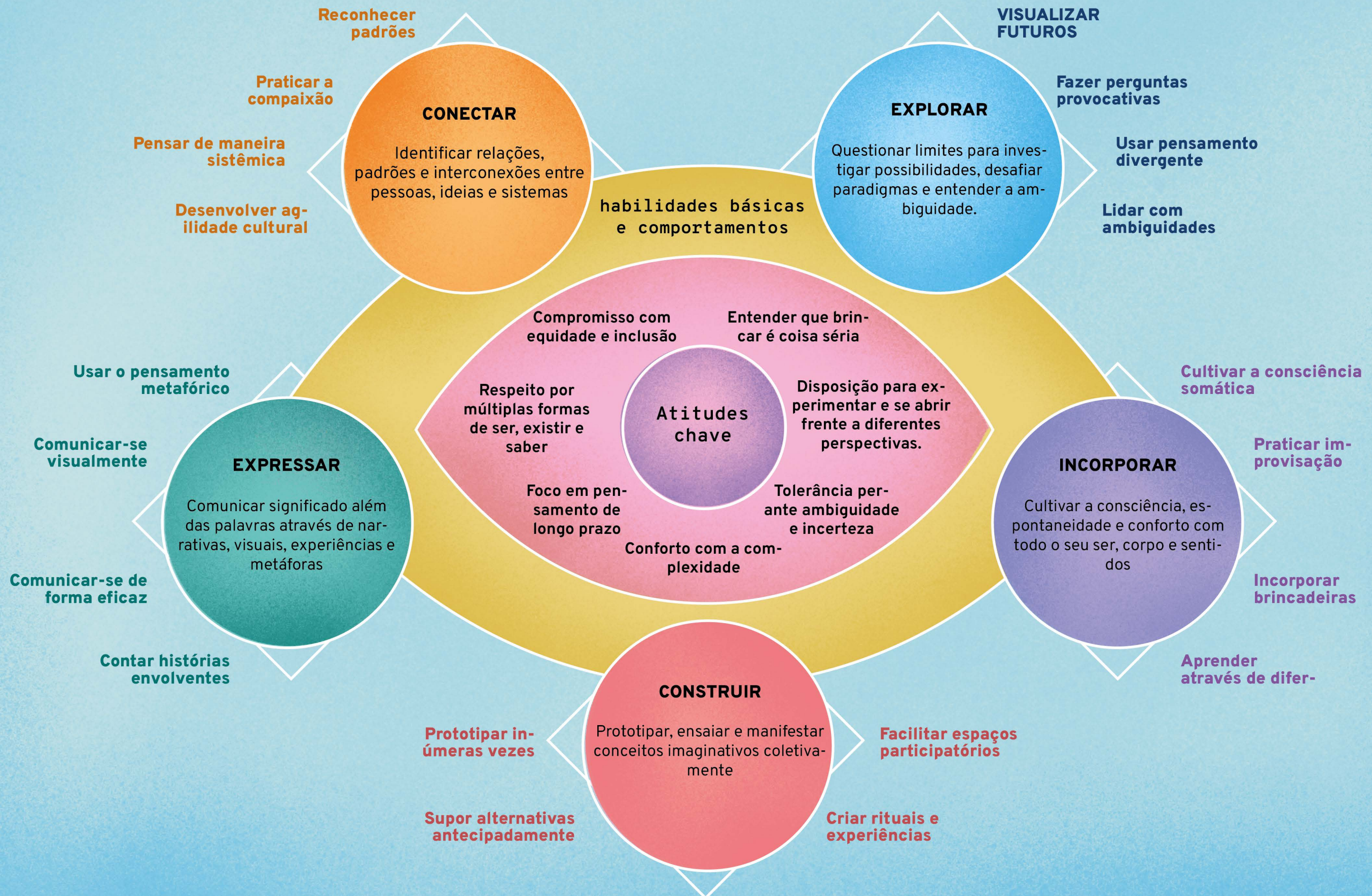
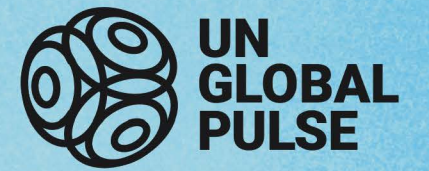
- Noticing bodily sensations
- Bringing awareness to posture and movement
- Connecting physical cues to emotions

### Practicing improvisation

- Responding in the moment
- Saying "yes, and..."
- Letting go of judgement

# MODELO DE COM- PETÊNCIAS PARA PRÁTICAS CRIATIVAS

Um modelo de competências que visualiza as atitudes e comportamentos necessários para praticar a criatividade de maneira que conduza à inovação e ao impacto.



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