



## CREATIVE THINKING CERTIFICATION CRITERIA

SKILL	DEFINITION	EVIDENCE EXAMPLE	LEVEL 1 – BASIC	LEVEL 2 – ADVANCED	LEVEL 3 – EXPERT
<b>SHOW CURIOSITY</b>					
Evidence of ability to identify and pursue a line of inquiry related to an identified challenge or area of interest	Showing curiosity should include evidence of... <ul style="list-style-type: none"> <li>Your demonstrated openness and interest in change and difference</li> <li>Your desire to learn more about a problem before seeking a solution</li> <li>Your ability to generate ideas that represent unconventional ways of thinking about a problem</li> <li>Your ability to probe deeply, ask relevant questions and explore responses</li> </ul>	Submit an example of background research you've done in support of a work project.	Demonstrates basic understanding and application of finding research that supports tactical decisions.	Demonstrates basic understanding and application of finding research that supports strategic decisions.	Demonstrates expert understanding and application of finding research that supports system-level decisions.
<b>GATHER AND ASSESS RELEVANT INFORMATION</b>					
Evidence of ability to gather and assess information from a variety of sources in support of finding a creative solution to a challenge or problem	Gathering and assessing relevant information should include evidence of... <ul style="list-style-type: none"> <li>Your ability to ground creative problem solving practices in facts and analysis rather than opinions and assertions</li> <li>Your ability to integrate community members into the solution</li> </ul>	Submit an example of work you've done in partnership with an audience or a different community that helped you arrive at a creative solution.	Demonstrates basic knowledge and application of using research to support tactical decisions. Evidence includes multiple sources of varying credibility.	Demonstrates advanced knowledge and application of using research to support strategic decisions. Evidence includes credible sources that help guide recommendations.	Demonstrates expert knowledge and application of using research to support system-level decisions. Evidence includes credible sources that help guide recommendations and consideration of potential impact.



	<p>development process</p> <ul style="list-style-type: none"> <li>Your ability to use analogous points of inspiration to explore a problem</li> <li>Your ability to integrate a systems thinking approach to defining a creative problem</li> <li>Your ability to recognize the role of position, privilege and bias when presenting a creative solution to a specific challenge</li> <li>Your skill in making recommendations that are supported by the analysis of evidence</li> </ul>				
<b>MANAGE AMBIGUITY</b>					
Evidence of ability to manage ambiguity and to generate alternative solutions to a creative challenge	<p>Managing ambiguity should include evidence of...</p> <ul style="list-style-type: none"> <li>Your ability to integrate diverse perspectives when solving a problem</li> <li>Your ability to generate multiple alternative solutions and evaluate ideas effectively</li> <li>Your ability to manage ambiguity when presented with challenges</li> <li>Your ability to assess the first and second order consequences of creative solutions to problems</li> </ul>	Submit an example of all the different iterative solutions you considered when solving a creative problem, including the selection work you did to settle on the right solution choice.	Demonstrates basic understanding and application of developing solutions has to support tactical decisions.	Demonstrates advanced understanding and application of the role various solutions have to support strategic decisions. Recommendations offer creative solutions to the challenge presented.	Demonstrates expert understanding and application of the role developing solutions has to support system-level decisions. Recommendations offer creative solutions to the challenge presented and consideration of potential impact.



DEVELOP AND TEST CREATIVE IDEAS					
<p>Evidence of ability to develop, assess and edit ideas in a tangible form in collaboration with participants or community members</p>	<p>Developing and testing creative ideas should include evidence of...</p> <ul style="list-style-type: none"> <li>Your ability to consider alternative solutions for a creative challenge</li> <li>Your ability to explore possible solutions using rapid prototyping approaches or tools</li> <li>Your ability to explore possible solutions using experimental or live prototyping approaches and tools</li> <li>Your ability to test possible solutions with impacted community members to learn more about the solution's viability or useability</li> <li>Your ability to test possible solutions against established success metrics to learn more about the solutions viability or useability</li> </ul>	<p>Submit an example of a session, workshop, collaboration or design sprint that you have led to prototype and test creative solutions with others.</p>	<p>Demonstrates basic application of developing and testing a prototype to direct tactical decisions.</p>	<p>Demonstrates advanced application of developing and testing multiple prototypes to direct strategic decisions. Evidence includes analyzing and identifying test results to develop stronger recommendations.</p>	<p>Demonstrates an expert application of developing and testing multiple prototypes to direct system-level decisions. Evidence includes analyzing and identifying test results against predetermined metrics to develop stronger recommendations.</p>
STORYTELLING					
<p>Evidence of your ability to share the story of your creative thinking with others in an impactful and meaningful way</p>	<p>Storytelling should include evidence of...</p> <ul style="list-style-type: none"> <li>Your ability to share a story in an insightful manner</li> <li>Your ability to make the future tangible through storytelling</li> </ul>	<p>Submit an example of a pitch deck, presentation or digital proposal that you've shared to convince others of the impact of your creative ideas.</p>	<p>Demonstrates basic knowledge and application of the role storytelling plays in supporting tactical decisions.</p>	<p>Demonstrates advanced knowledge and application of the role storytelling plays in supporting strategic decisions. Includes evidence of applying feedback that strengthens recommendations.</p>	<p>Demonstrates an expert knowledge and application of the role storytelling plays in supporting system-level decisions. Includes evidence of applying feedback that strengthens recommendations and</p>



	<ul style="list-style-type: none"> <li>• Your ability to articulate the need for change and align the creative solution to the original challenge</li> <li>• Your ability to reflect on feedback and criticism and integrate that reflection into the story of the creative idea</li> <li>• Your ability to share creative solutions in an innovative manner with diverse audience groups as needed</li> </ul>				<p>appeals to various audience groups.</p>
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