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## Overview

This standard is about the skills and knowledge needed for you to promote and support creative thinking in a food and drink business. The promotion and support of creative thinking within an organisation is important in developing a culture of development and continuous improvement. It is essential to technical innovation, problem solving and increasing quality and productivity in a food business. Organisational culture is key to the promotion and support of creative thinking in a food and drink business. You will need the skills and knowledge to communicate the importance of creative thinking to achieving the strategy and objectives of the food and drink business. You will also need the skills and knowledge to support the creative thinking process by encouraging knowledge sharing between colleagues, listening to creative ideas, publicly acknowledging them and providing constructive feedback. This standard is for you if you work in food and drink operations and/or supply operations and are involved in promotion and support of creative thinking in a food and drink business.

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## Performance criteria

### You must be able to:

#### Promote creative thinking

1. communicate the importance of creative thinking in your area of work
2. check colleagues recognise the importance of creative thinking to organisational development, strategy and objectives
3. support creative thinking through your conduct, in both words and actions

#### Support creative thinking

4. create space, physical or virtual, where colleagues can vent their ideas
5. encourage knowledge sharing amongst colleagues to support creative thinking in and across functions
6. listen to creative ideas and receive feedback professionally including criticism of yourself, team, functional area or whole organisation
7. publicly acknowledge, in a positive way, creative thinking
8. provide constructive feedback to creative ideas
9. acknowledge and provide feedback to creative thinking, while being aware of self-promotion and politics
10. establish systems and processes to identify ideas for further development

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## Knowledge and understanding

### You need to know and understand:

1. the organisational methods of communication and information technology and how to make best use of them
2. why creative thinking is important to organisational development
- and the development and deployment of organisational strategy
3. how creative thinking is influenced by culture
4. why words, actions and behaviour can influence creative thinking
5. why it is important to create a physical or virtual space to allow creative thinking to happen and how to do this
6. the tools, techniques and organisational processes available in your organisation to support creative thinking and how to use them
7. how knowledge sharing between colleagues and in and between functional teams can enhance creative thinking in a food business
8. why it is important to promote knowledge sharing and how to do this
9. why it is important to listen to creative ideas, provide constructive feedback and how to do this
10. the importance of conducting yourself professionally when faced with criticism of yourself, team, functional area or organisation
11. how to publicly acknowledge creative thinking and why it is

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important to do so

12. what the challenges are to creative thinking including selfpromotion and organisational politics

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Promote and support creative thinking in a food and drink business



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