

3002 Promote and support creative thinking in a food business		
SQA Unit Code		H3G9 04
Level 3	SCQF Level 6	Credit value 5

Unit Summary

This unit is about the skills needed for you to promote and support creative thinking in a food 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 business.

You will need to be able to communicate the importance of creative thinking to achieving the strategy and objectives of the food business. You will also need to be able to support the creative thinking process by encouraging knowledge sharing between colleagues, listening to creative ideas, publicly acknowledging them and providing constructive feedback.

This unit is for you if you work in food and drink manufacture and/or supply operations and are involved in promotion and support of creative thinking in a food business.

In order to be assessed as competent you must demonstrate to your assessor that you can consistently perform to the requirements set out below. Your performance evidence must include at least one observation by your assessor.

You must be able to:	You need to show: Evidence must be work-based, simulation alone is only allowed where shown in <i>bold italics</i>
<p>1. Promote creative thinking</p> <p>This means you:</p> <p>Communicate the importance of creative thinking in your area of work</p> <p>Ensure colleagues recognise the importance of creative thinking to organisational development, strategy and objectives</p>	<p>Evidence of promoting creative thinking as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>

<p>Conduct yourself, including your words and actions to support creative thinking</p>	
<p>2. Support creative thinking</p> <p>This means you:</p> <p>Create space, physical or virtual, where colleagues can vent their ideas</p> <p>Encourage knowledge sharing amongst colleagues to support creative thinking in and across functions</p> <p>Listen to creative ideas and receive feedback professionally including criticism of yourself, team, functional area or whole organisation publicly acknowledge, in a positive way, creative thinking</p> <p>Provide constructive feedback to creative ideas be aware of self promotion and politics when acknowledging and providing feedback to creative thinking</p> <p>Establish systems and processes to identify ideas for further development</p>	<p>Evidence of supporting creative thinking as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>

You need to know and understand:

Evidence of knowledge and understanding should be collected during observation of performance in the workplace. Where it cannot be collected by observing performance, other assessment methods should be used.

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 important to do so

12. What the challenges are to creative thinking including self-promotion and organisational politics

Evidence of performance may employ examples of the following assessment:

- observation
- written and oral questioning;
- evidence from company systems (e.g. Food Safety Management System)
- reviewing the outcomes of work
- checking any records of documents completed
- checking accounts of work that the candidate or others have written