Collocations: Creativity & Innovation

Upper-Intermediate (B2-C1)

WARM UP

Part 1. Discuss the following questions.

1. Do you consider yourself a creative person? Why or why not?
2. Can you think of a time when you came up with a creative solution to a problem?
3. How important is innovation in the workplace or in education?
4. Do you think creativity is something people are born with or can develop?

COLLOCATION MATCHING

Part 1. Match the verbs with the correct nouns to form a collocation.

Change	Creativity	Innovation	Ideas to life
A concept	Solutions	An idea	Boundaries

1. Spark _ _ _ _ _ _ _ _
2. Find _ _ _ _ _ _ _ _
3. Encourage _ _ _ _ _ _ _ _
4. Push _ _ _ _ _ _ _ _
5. Develop _ _ _ _ _ _ _ _
6. Nurture _ _ _ _ _ _ _ _
7. Embrace _ _ _ _ _ _ _ _
8. Bring _ _ _ _ _ _ _ _

SENTENCE GAP-FILL

Part 1. Complete the sentences using the correct collocations.

Embrace change	**Nurture creativity**	**Encourage innovation**	**Bring ideas to life**
Develop a concept	**Find solutions**	**Spark an idea**	**Push boundaries**

1. The team brainstormed for hours to _____ to the design problem.
2. A great leader will always try to _____ within their company.
3. She wanted to _____ that would inspire her students.
4. Companies must be willing to _____ if they want to stay ahead of competitors.
5. Artists often _____ through sketching before starting a big project.
6. It's important to _____ in children from an early age.
7. After years of planning, the architect was finally able to _____.
8. In a fast-changing world, we need to be ready to _____.

SENTENCE TRANSFORMATION

Part 1. Rewrite the following sentences using the target collocations so that the meaning stays the same.

Embrace change	Nurture creativity	Encourage innovation	Bring ideas to life
Develop a concept	Find solutions	Spark an idea	Push boundaries

1. He thought of a clever new idea while walking in the park.

2. The engineers managed to solve the technical problems.

3. The company tries to create an atmosphere where new ideas can grow.

4. The artist wanted to challenge the limits of traditional painting.

5. They spent months shaping their initial plan into something concrete.

6. Teachers should encourage students to grow their imagination.

7. She accepted the new circumstances instead of resisting them.

8. The new app turned the design team's concept into something real.

TENSE CHALLENGE

Part 1. Use the correct form of the collocation in brackets to complete each sentence.

1. By next year, the company _____ (bring ideas to life) through its new product line.
2. He _____ (find solutions) to complex problems since he joined the team.
3. I usually _____ (spark an idea) when I'm reading or travelling.
4. She _____ (nurture creativity) in her students for many years.
5. They _____ (push boundaries) when they launched such a bold campaign.
6. The design team spent months trying to _____ (develop a concept) for the new product.
7. The CEO _____ (embrace change) quickly during the crisis.
8. A flexible workplace culture can _____ (encourage innovation) and creativity.

SPEAKING

Part 1. Answer the questions using the target collocations.

1. What usually helps you **spark an idea**?
2. Can you describe a time when you had to **find solutions** quickly?
3. How can companies **encourage innovation** among employees?
4. Do you think it's always good to **push boundaries**? Why or why not?
5. How do creative people **develop a concept** into something more concrete?
6. What's one way to **nurture creativity** in everyday life?
7. Why is it important to **embrace change** in today's world?
8. Can you give an example of how someone managed to **bring ideas to life**?