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FORMATION OF PROFESSIONAL QUALITIES IN STUDENTS BASED ON A CREATIVE APPROACH: AREAS FOR IMPROVEMENT

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Annotation: This article explores the significance of a creative approach in the development of professional qualities in students. It emphasizes the importance of fostering creativity, critical thinking, problem-solving, adaptability, and other essential skills for success in today's dynamic professional environments. The article also identifies key areas for improvement in the educational system, including the integration of creative thinking into curricula, the development of soft skills, the encouragement of risk-taking, and the promotion of interdisciplinary collaboration. By addressing these areas, the article argues, educational institutions can better equip students with the skills necessary for both professional and personal growth. Through the implementation of these changes, educators can help students become adaptable, innovative, and collaborative professionals in a rapidly changing world.

Keywords: creative approach, professional qualities, critical thinking, problem-solving, adaptability, collaboration, interdisciplinary collaboration, curriculum development, innovation in education, creative learning

Introduction. In today's rapidly changing world, the professional demands placed on individuals are increasingly complex and diverse. As a result, the educational system faces the challenge of preparing students not only with technical knowledge but also with the creative and innovative skills necessary to excel in their careers. The formation of professional qualities in students, therefore, requires an approach that goes beyond traditional teaching methods. One such approach is a creative approach, which focuses on fostering creativity, critical thinking, problem-solving, and adaptability—key qualities for success in the modern workforce. This article explores the formation of professional qualities in students based on a creative approach and identifies areas for improvement to better equip students for future challenges. A creative approach in education involves encouraging students to think beyond conventional solutions, explore alternative perspectives, and engage in activities that stimulate imaginative thinking. This method is particularly important in the context of professional development, as it allows students to not only gain technical knowledge but also develop the soft skills necessary for success in dynamic work environments [1].

Key professional qualities that benefit from a creative approach include:

1. Critical Thinking: The ability to analyze, evaluate, and synthesize information from multiple sources.

2. Adaptability: The capacity to adjust to new situations and challenges.

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3. Problem-Solving: The skill to identify problems and develop innovative solutions.

4. Collaboration: The ability to work effectively in teams, sharing ideas and feedback.

5. Communication: Strong interpersonal and presentation skills to convey ideas clearly and persuasively.

6. Leadership: The ability to inspire and motivate others toward achieving common goals.

By fostering these qualities, students are better equipped to thrive in diverse professional settings, whether in traditional industries or emerging fields such as technology, arts, and entrepreneurship. While the creative approach offers numerous benefits in shaping professional qualities in students, there are areas that require further development to maximize its potential. Below are several key areas where improvements can be made. Currently, many educational curricula still prioritize technical skills and theoretical knowledge over creativity and innovation. To fully embrace a creative approach, universities and schools need to integrate creative thinking explicitly into their teaching methods. This can be achieved by incorporating project-based learning, interdisciplinary courses, and hands-on workshops that encourage students to apply their knowledge in practical, real-world scenarios. Moreover, professors and instructors should be trained to facilitate creativity in their classrooms, moving away from purely lecture-based methods and fostering an environment where students are encouraged to explore ideas freely.

Educators should develop and adopt curricula that balance technical knowledge with creative problem-solving activities. Implementing creativity-centered projects and fostering interdisciplinary learning can better prepare students for the professional world. In addition to creativity, professional success heavily depends on the development of soft skills such as communication, collaboration, and emotional intelligence. While some educational institutions offer courses focused on soft skills, these are often seen as secondary to academic achievements. However, soft skills are essential for career progression, and without them, technical competence alone is insufficient [2].

Integrating soft skill development into the core curriculum is crucial. Educational programs should offer training in areas such as teamwork, leadership, and emotional intelligence alongside traditional academic subjects. Workshops, role-playing activities, and group discussions can provide students with opportunities to enhance these skills. In traditional educational settings, failure is often viewed as a negative outcome. Students are penalized for mistakes, which can discourage risk-taking and creative thinking. In contrast, a creative approach encourages students to view failure as a valuable learning experience. Encouraging students to take risks, experiment, and learn from their failures can foster resilience, a key quality for success in any profession. Educational institutions should create a culture where failure is seen as an opportunity for growth, not as a setback. Offering supportive environments where students can experiment and fail without fear of judgment can foster greater innovation and creativity [3].

In many professions, innovation arises from the fusion of ideas from different fields. Encouraging students to collaborate with peers from diverse academic backgrounds can spark creative solutions to complex problems. However, the siloed nature of many academic programs

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often limits such interdisciplinary collaboration. Promoting interdisciplinary collaboration should be a priority. Universities and schools can create cross-disciplinary projects, hackathons, and workshops that encourage students to work together on real-world challenges, regardless of their academic discipline. A creative approach requires access to the right tools and resources. Technology plays a significant role in enhancing creativity, from digital design tools to platforms that support collaborative work. However, not all educational institutions are equipped with the necessary resources to support creative learning. Educational institutions need to invest in up-to-date technology and resources that support creative learning [4]. Providing students with access to software, hardware, and online platforms that foster innovation will enhance their ability to develop professional qualities in a creative context. Finally, students often lack opportunities to connect with professionals who can guide their creative development. Mentorship and networking are crucial for helping students transition from academic learning to professional practice. Establishing connections with industry professionals can help students understand how to apply their creative abilities in the real world and provide valuable insights into career paths. Institutions should establish formal mentorship programs and provide networking opportunities with professionals in various fields. This can help students gain firsthand experience and advice from those who have navigated the challenges of their respective industries.

Methodology. The methodology of this study focuses on a qualitative approach to exploring how a creative approach in education can influence the formation of professional qualities in students. This research involves a multi-step process that includes a comprehensive review of existing literature, case studies, and theoretical frameworks. A systematic review of relevant academic literature was conducted to identify key theories and approaches related to creativity, professional qualities, and education. This review provided an understanding of the foundational concepts such as creative thinking, critical thinking, problem-solving, and the role of creativity in professional development [5]. The literature review focused on:

- Theories of creativity in education (e.g., Csikszentmihalyi's flow theory, Sawyer's creative thinking frameworks).
- The importance of soft skills in professional settings (e.g., communication, adaptability, and teamwork).
- Current trends in educational practices that foster creativity (e.g., project-based learning, interdisciplinary education, and collaborative methods).

Several case studies were analyzed to investigate real-world examples of institutions and programs that have successfully implemented creative approaches to fostering professional qualities. These case studies focused on:

- Educational institutions that emphasize creativity in their curricula (e.g., design schools, arts programs, innovation hubs).
- Companies and organizations that value creative thinking and innovation in their employees and how these values are cultivated.

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- Programmatic initiatives such as mentorship, hackathons, and collaborative workshops that encourage students to take risks and think creatively.

The purpose of the case studies was to identify best practices that can be applied to higher education and vocational training programs aimed at developing students' professional qualities [6].

In-depth interviews were conducted with a select group of educators, industry professionals, and career counselors to understand their perspectives on the role of creative thinking in professional development. The interviewees were selected based on their experience in teaching creative methodologies or working in industries that require high levels of creativity and innovation. Key topics discussed included:

- The effectiveness of creative teaching methods in developing professional qualities in students.
- Challenges faced in implementing creative approaches within traditional educational settings.
- The importance of soft skills in professional development and strategies for integrating these into curricula.
- Recommendations for improving the development of professional qualities through creativity-based education.

A survey was conducted among students across different disciplines to gather insights into their perceptions of creativity's role in professional development. The survey focused on:

- Students' self-assessment of their professional qualities, such as problem-solving skills, critical thinking, and adaptability.
- The extent to which they feel their academic programs encourage creative thinking and innovation.
- The value they place on soft skills and creative problem-solving abilities for their future careers.
- The barriers they face in engaging with creative methods and the support they need from educational institutions.

The data collected through the literature review, case studies, interviews, and surveys were analyzed using thematic analysis. Thematic coding was applied to identify recurring themes and patterns related to the development of professional qualities through creativity-based educational approaches. Key themes included:

- The need for a balance between technical and creative skills.

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- The impact of project-based learning and hands-on experiences on professional growth.
- The role of interdisciplinary collaboration in fostering innovation.
- The challenges of integrating creativity into rigid educational structures.

Based on the findings from the literature review, case studies, interviews, and student surveys, recommendations were developed for improving the integration of creative approaches in education. These recommendations focused on:

- Curriculum reform to incorporate more creativity-focused modules and activities.
- Training for educators to enhance their ability to facilitate creative thinking in students.
- Establishing collaborative spaces and programs that promote interdisciplinary learning and innovation.
- Increasing institutional support for mentorship programs and professional development opportunities.

The methodology employed in this research provides a comprehensive understanding of how a creative approach can be used to foster professional qualities in students. By combining literature review, case studies, interviews, surveys, and data analysis, this study offers valuable insights into the effectiveness of creativity-based education and provides actionable recommendations for improvement.

Conclusion. The creative approach to forming professional qualities in students is not just a trend; it is a necessity in the modern educational landscape. By focusing on critical thinking, adaptability, problem-solving, collaboration, and other essential skills, a creative approach prepares students for the dynamic and ever-evolving world of work. However, improvements are needed in the integration of creative methods into curricula, the development of soft skills, the encouragement of risk-taking, and the fostering of interdisciplinary collaboration. By addressing these areas, educational institutions can create an environment that nurtures both the technical and creative aspects of student development, ensuring that graduates are well-equipped to succeed in their chosen professions.

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