**Video Title: “***Honda Hands*” Ad of the Year (Let’s See What Curiosity Can Do)

**Video URL:** [**https://www.youtube.com/watch?v=5wEjV2ekSwE**](https://www.youtube.com/watch?v=5wEjV2ekSwE)

**Run Time/Source:** 2.05, Honda/YouTube

**Close Caption Available:** No

Creativity is covered in pages 111-120 of the textbook. *The Honda Hands* film celebrates the curiosity of Honda engineers which has led to many creative ideas. In turn, the creative ideas have led to innovations in the design and manufacture of automobiles, SUVs, and trucks. Although the video does not use words, it hammers hard at the importance of curiosity and visualizing something different to foster creativity. Because Honda vehicles have such a strong reputation for reliability, we can assume that the imagination of engineers leads to practical results.

*Questions for Thought and Discussion*

1. Which step in the creative process might this video illustrate?

2. Which aspect of the contribution of intellectual abilities to creativity does this video illustrate?

3. Which aspect or aspects of creativity does this ad tend to illustrate?

4. What possible connection do you see between what was shown in this video and the experience of flow?

5. Although this ad is about engineers, why might it be relevant for people wanting to become more creative in the fields of business, management, and organizational behavior?