

CURIOUS, CURIUSER AND EVEN MORE CURIOUS

At Activate Learning we believe that developing attributes for employment is as important as gaining qualifications.

We have combined the Activate Learning Attributes which are Resilient, Aware, Enterprising, Professional and Confident with the two features Heston feels are essential for success in the hospitality and catering sector. These are Restless Perfectionism (working to high standards and always looking for ways to develop and improve)

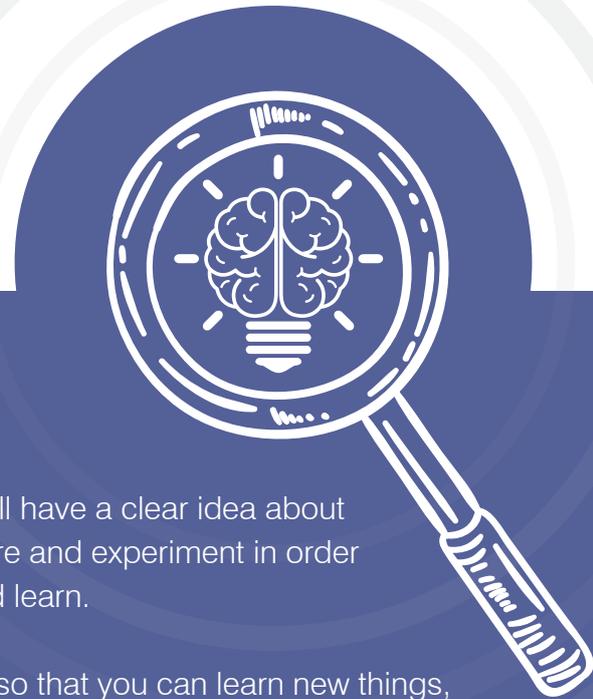
and Creative Curiosity (questioning everything to learn and develop new and innovative ways of working).

So what does that actually mean?

CREATIVE CURIOSITY

Working towards achieving Creative Curiosity means that you will have a clear idea about the strengths and skills you already have and be willing to explore and experiment in order to continue developing. Curiosity is what leads us to explore and learn.

You will be inquisitive, ask questions and be open to new ideas so that you can learn new things, collaborate and keep developing yourself. You will take risks so that you can discover new ways of working. Sometimes experiments will fail, and you will view this as an opportunity to reflect and learn from that experience so that you can try again. You will be constantly learning and staying on top of the developments in the industry.



These are the attributes that contribute to Creative Curiosity.



PROACTIVE

Being proactive means not being content to endlessly cook the same dishes, instead being curious about new developments in the culinary world, unusual flavour combinations, trying ingredients you haven't yet heard of and constantly looking to learn new things.

'I think that to be able to continually rethink what you do and continue to say, "How can we make this better? How can make the overall experience better? ". is really important' Heston Blumenthal



POSITIVE

It is important to be passionate about food and cooking and bring a consistently positive can-do attitude to honing your skills, improving, seeking out new techniques and recipes and staying on top of ever-changing trends.

'I still love doing what I do and I'm really lucky to get up in the morning and want to go to work'. Heston Blumenthal



INQUISITIVE

It's important to be inquisitive in constantly exploring to come up original ideas to create memorable experiences. There are techniques and skills that need to be learned, and it's with these skills that you will have the confidence to question, explore, experiment, create new ideas and take risks.

'I have this Alice and Wonderland thing in my head where I question everything .If you don't question things, there's no knowledge, no learning, no creativity, no freedom of choice, no imagination'. Heston Blumenthal



ADAPTABLE

Adaptable means being creative, being open to change and developing new ideas to stay ahead of the curve. Adaptable people experiment with new techniques and think of different ways to cater to their audience, often winning the attention of potential customers as a result.

'I would try doing a dish 30 different ways'. There's always something new, always something that can be done better; a never-ending pursuit of improvement, rather than perfection'. Heston Blumenthal



EMPATHIC

Being empathic, sensitive and culturally aware in all communications means that you are giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate. Empathy and curiosity are linked. The more empathetic you are, the more curious you're likely to be and you will want to hear different viewpoints so that you can meet people's needs.



MINDFUL

Being mindful means staying focused in the moment, using all your senses and managing distractions. This enables you to demonstrate precision and attention to detail. Mindfulness means tuning into the full sensory experience of preparing food.

'Take note of what's around you and maximise sensory pleasure. We spend so much time being anxious and thinking about what we should be doing tomorrow. The more we can just be mindful and in the moment the better'. Heston Blumenthal



COMMUNICATIVE

Being communicative means using active listening, responding and contributing to people clearly and concisely. It is also the ability to create and present ideas to people using a variety of creative methods including storytelling.

'It was quite a challenge to make people eat crab ice cream'. Heston Blumenthal



DIGITAL

Being digital means researching, exploring and using a wide range of new and emerging technological applications that are used within the industry.



BUSINESS MINDED AND NUMERATE

A chef must have a keen sense of business to run a profitable organisation. The kitchen must not only produce tasty food, it must be cost effective and wastage should be minimal. You will develop the ability to utilise and nurture your creativity, surprise and delight your customers whilst being mindful of budgetary limitations. This involves being numerate in calculating quantities, costing, dealing with payments, business transactions and budget awareness.

'You need to do the work to bring the money in but not compromise standards'. Heston Blumenthal



RISK TAKER

Risk taker in considering the relative costs and benefits of potential actions to choose the most appropriate products that show skills, imagination and flair. Curious people seek surprise, are quizzical and work outside of their comfort zone.

'As we get older we tend to become more risk averse because we tend to find reasons why things won't work. When you are a kid you think everything is possible and think with creativity'. Heston Blumenthal



CREATIVE PROBLEM SOLVER

Creative Problem Solvers ask questions in order to innovate, adapt to change, and maintain an edge in fast-moving, competitive markets. They are curious about the causes of problems and act promptly to find creative solutions, keeping customers satisfied and operations flowing smoothly.

'The only way to achieve impossible is to believe it is possible'. Alice In Wonderland



RESOURCEFUL

Cooking blends science and art and therefore you will need to be able to use all your resources, cooking techniques and skills creatively in order to generate new ideas, think out of the box and innovate within the constraints of what is available to you.

'What I've done in the last 15 or 20 years is to access as much information as I could get hold of that I could actually understand, whether it's from experimental psychology or someone who specialises in hydrocolloids, and then take that information and use it as a learning process'. Heston Blumenthal