

IEDC

Bled School of
Management

A School with a View

25
YEARS

Mixing it up: Organizing creativity

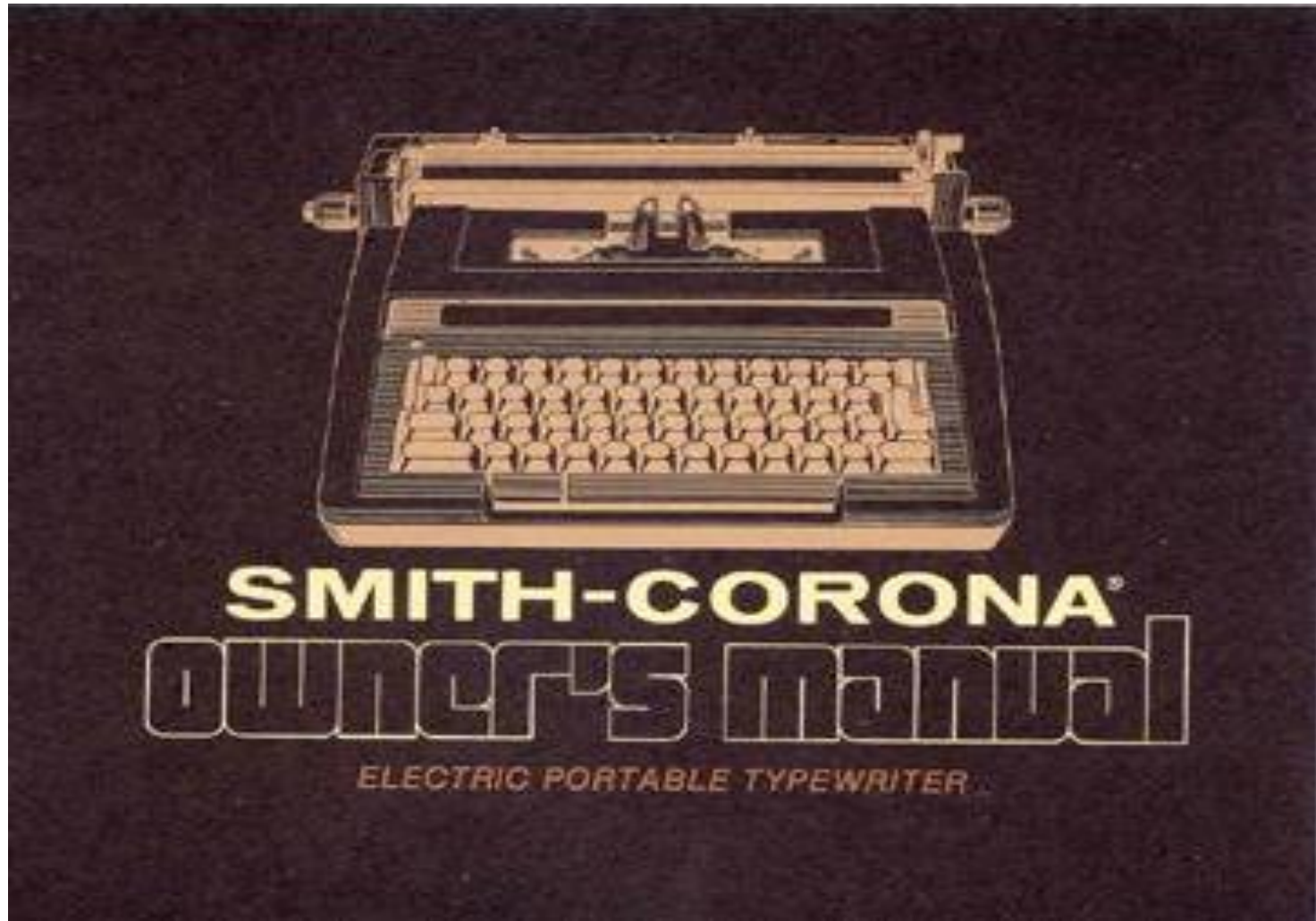


Dr. Ian Sutherland, PhD (Exon)

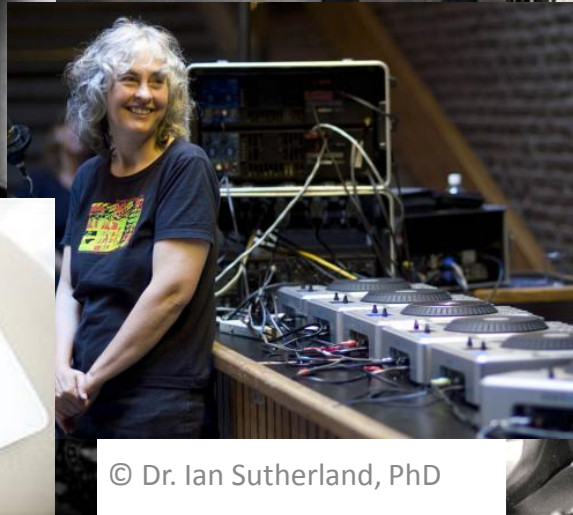
The why and what of creativity

STEP 1

Why?



What?



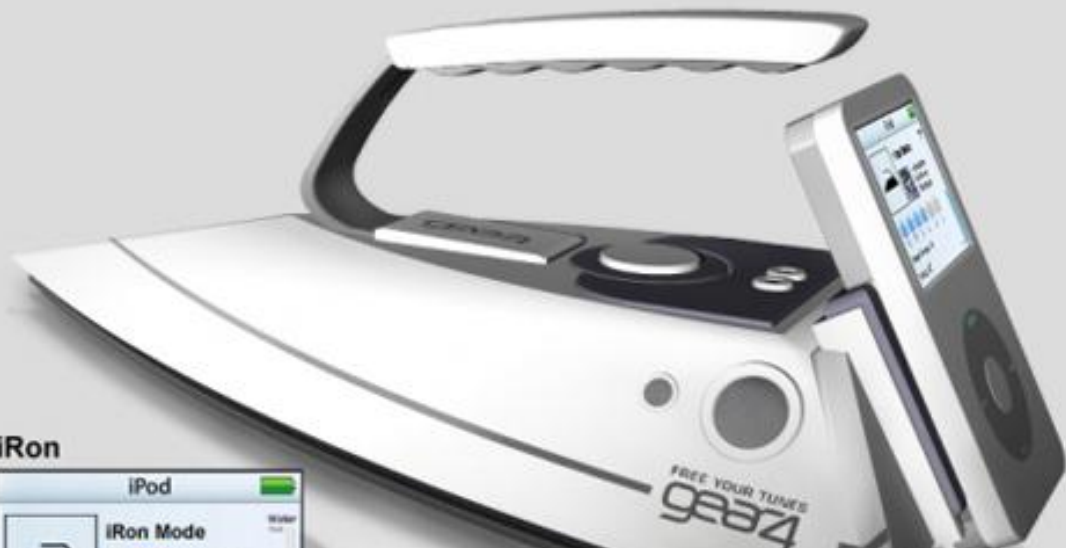
LIFE

- Creativity:
 - The use of imaginative skill to transcend traditional/contemporary ideas, rules, patterns, relationships, to form meaningful new interpretations, ideas, forms, methods, products, services

The how of creativity?

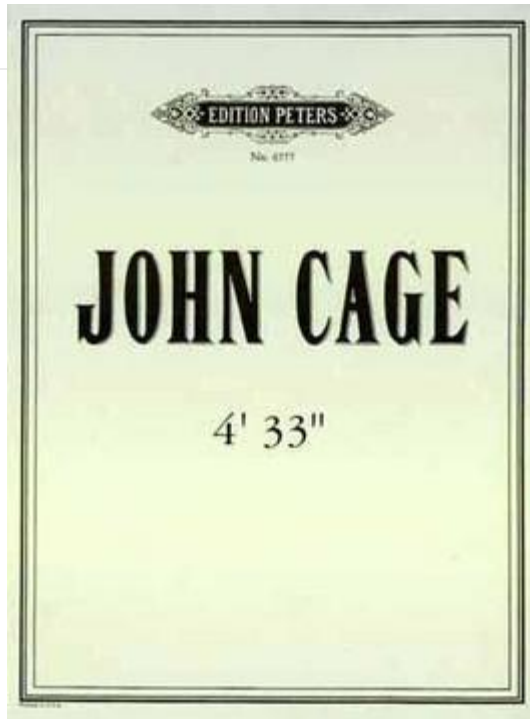
STEP 2

How?

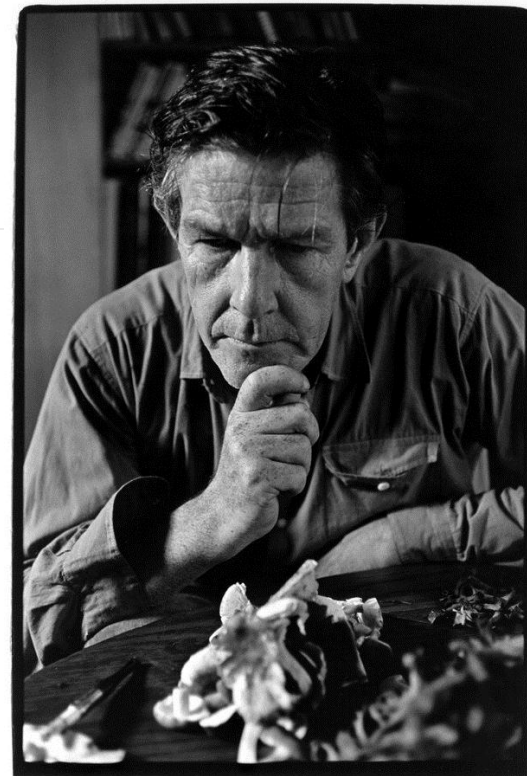


iRon





<http://www.youtube.com/watch?v=zY7UK-6aaNA>



How?



The pen game

STEP 3

The pen game

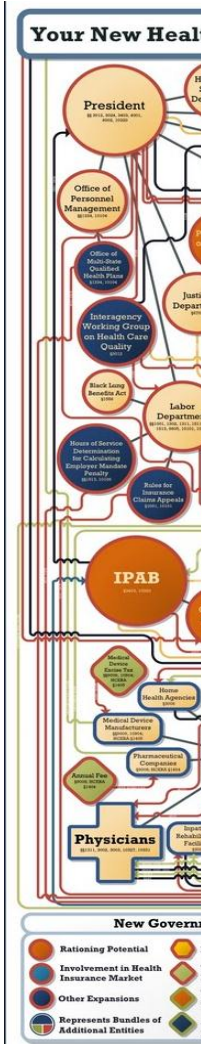
- In 90 seconds create 20 creative ideas for the pen...



Obstacles to creativity

STEP 4

What's the problem?



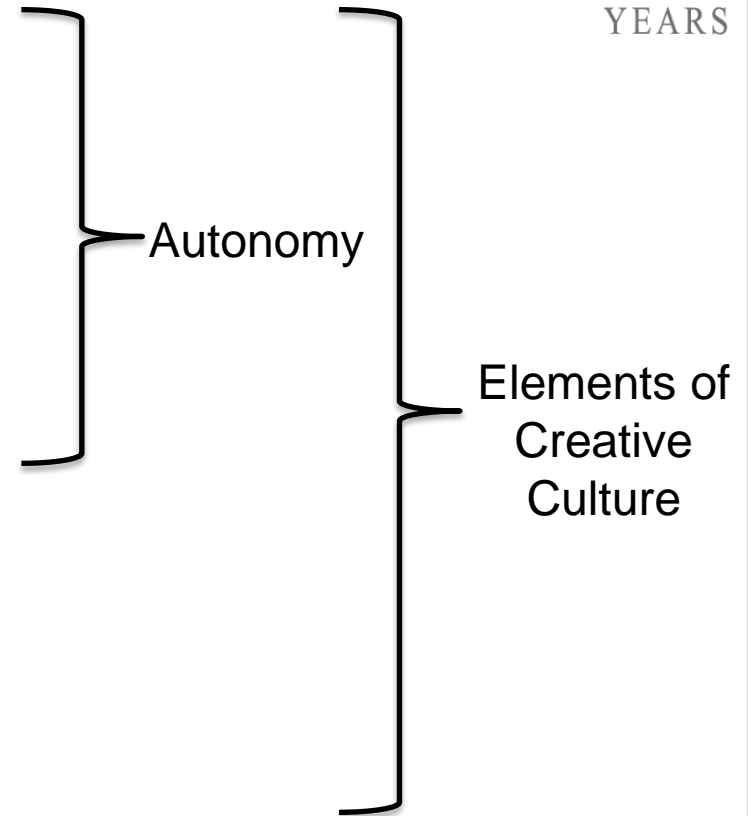
iB;
1-192
tuff

Elements of creative organisational culture

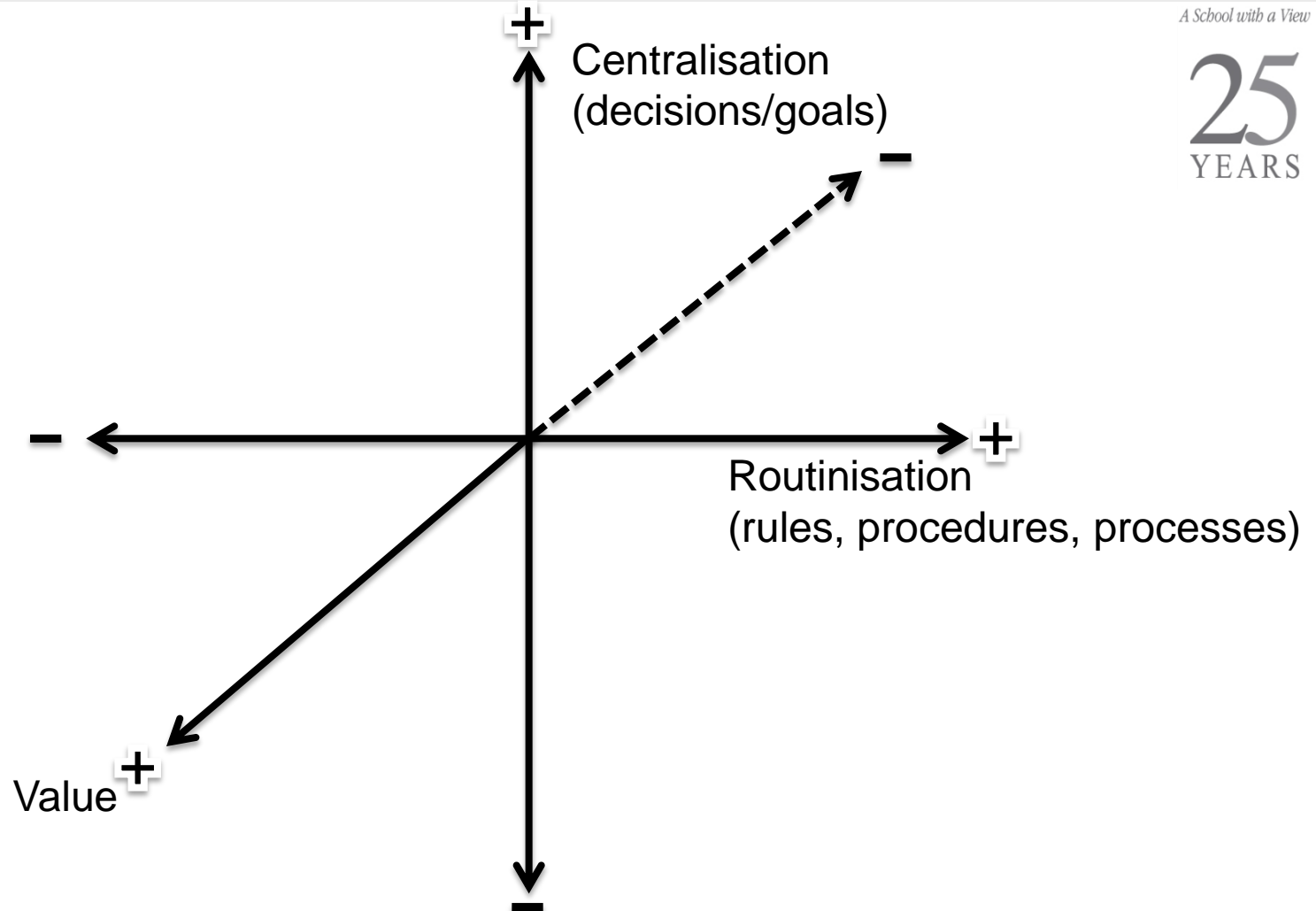
STEP 5

Key factors on creativity

- Centralisation: Decisions and Goals
- Routinisation: Rules, procedures, processes
- Value } Encouragement



Elements of Creative Culture



Creative Organizations



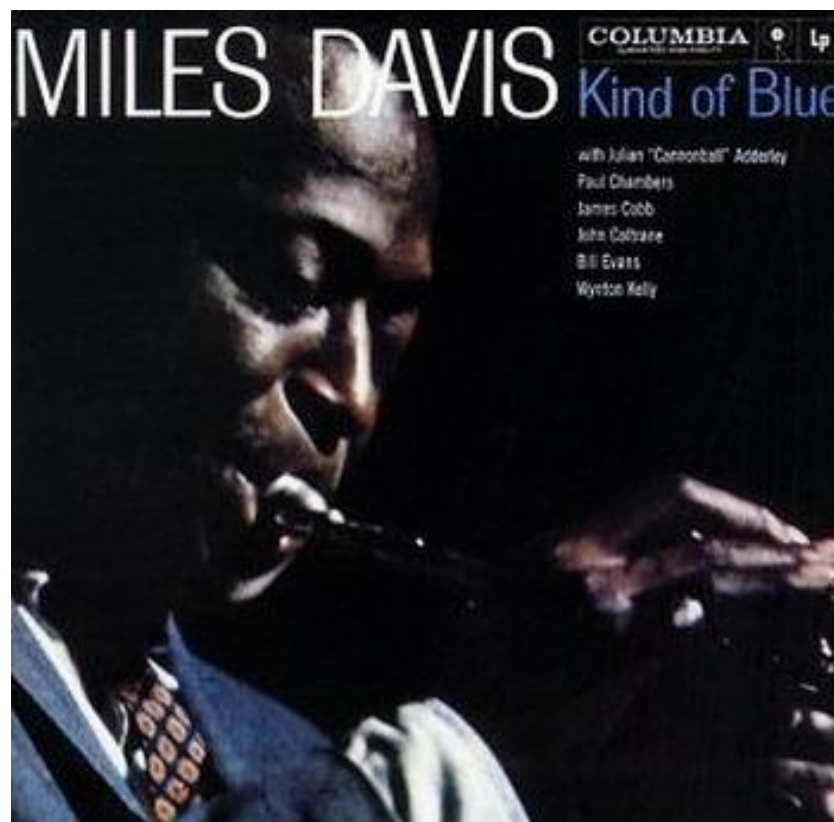
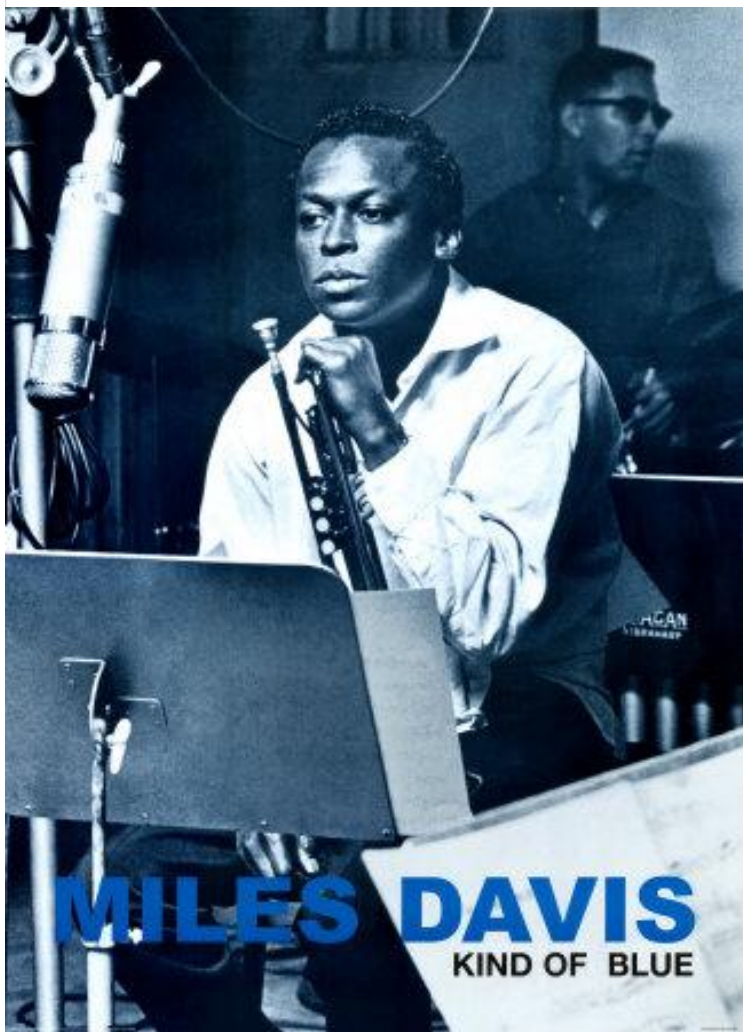
Miles Davis Quintet

IEDC

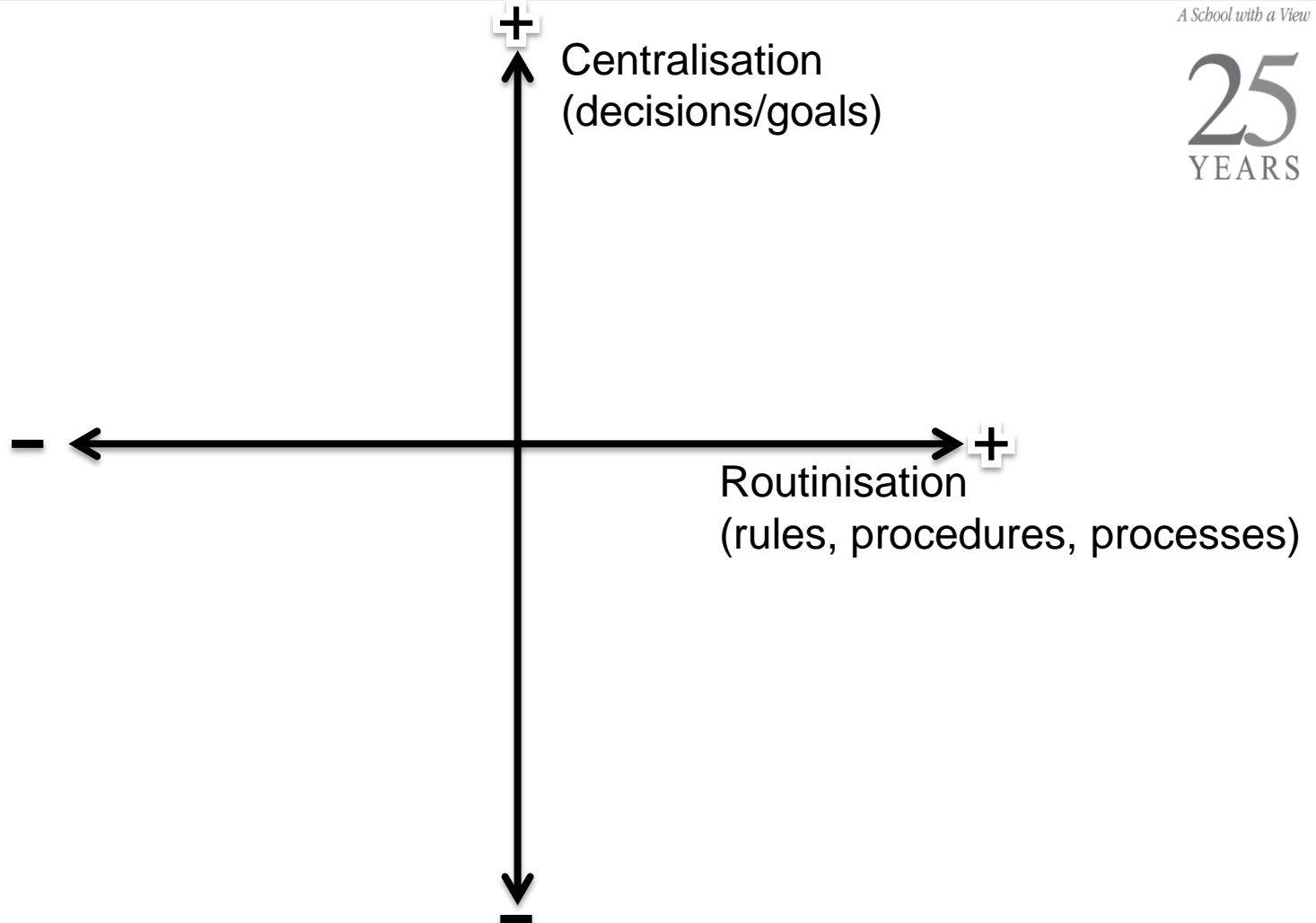
Bled School of
Management

A School with a View

25
YEARS



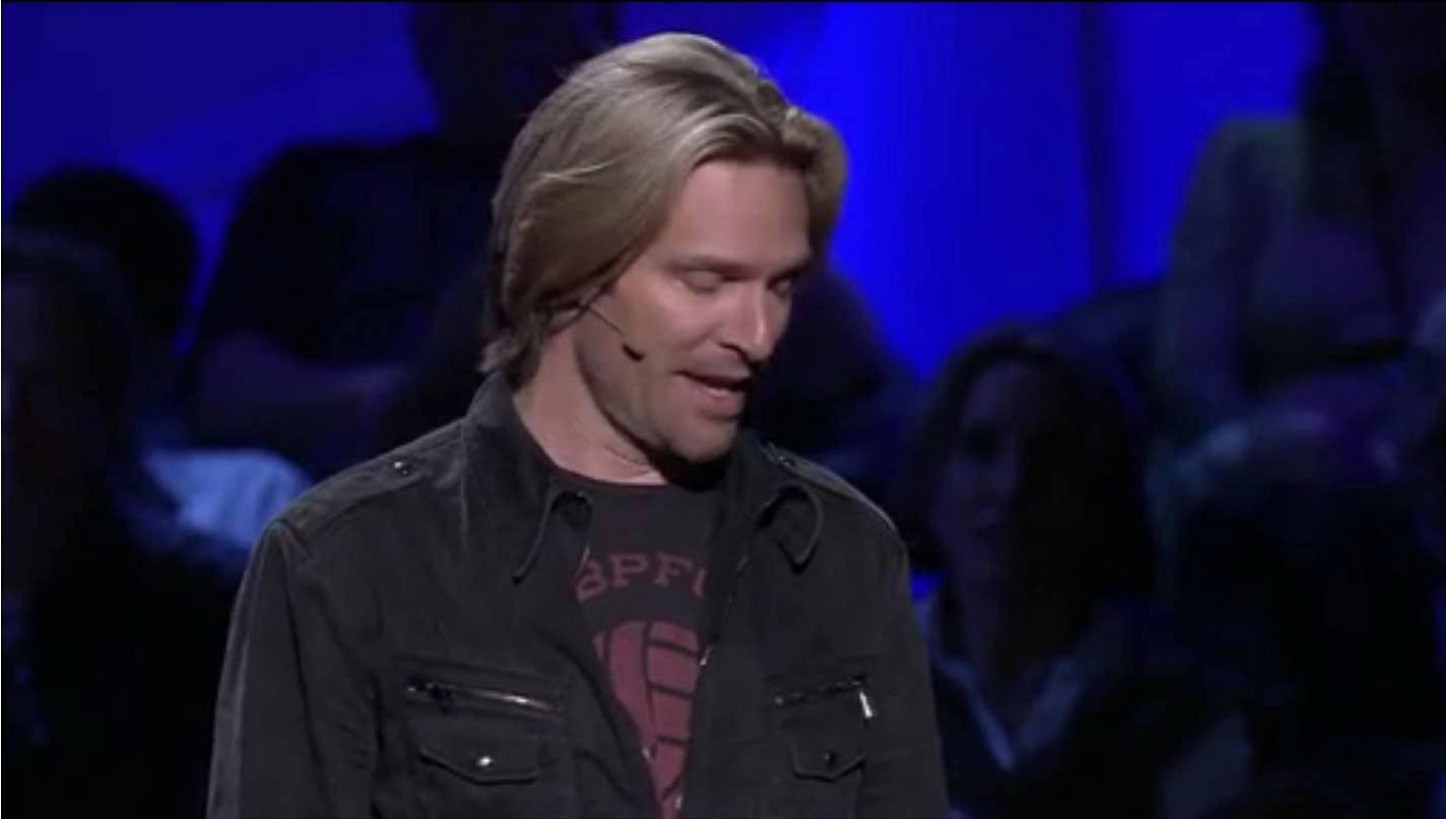
Elements of Creative Culture: Autonomy



Virtual Choir

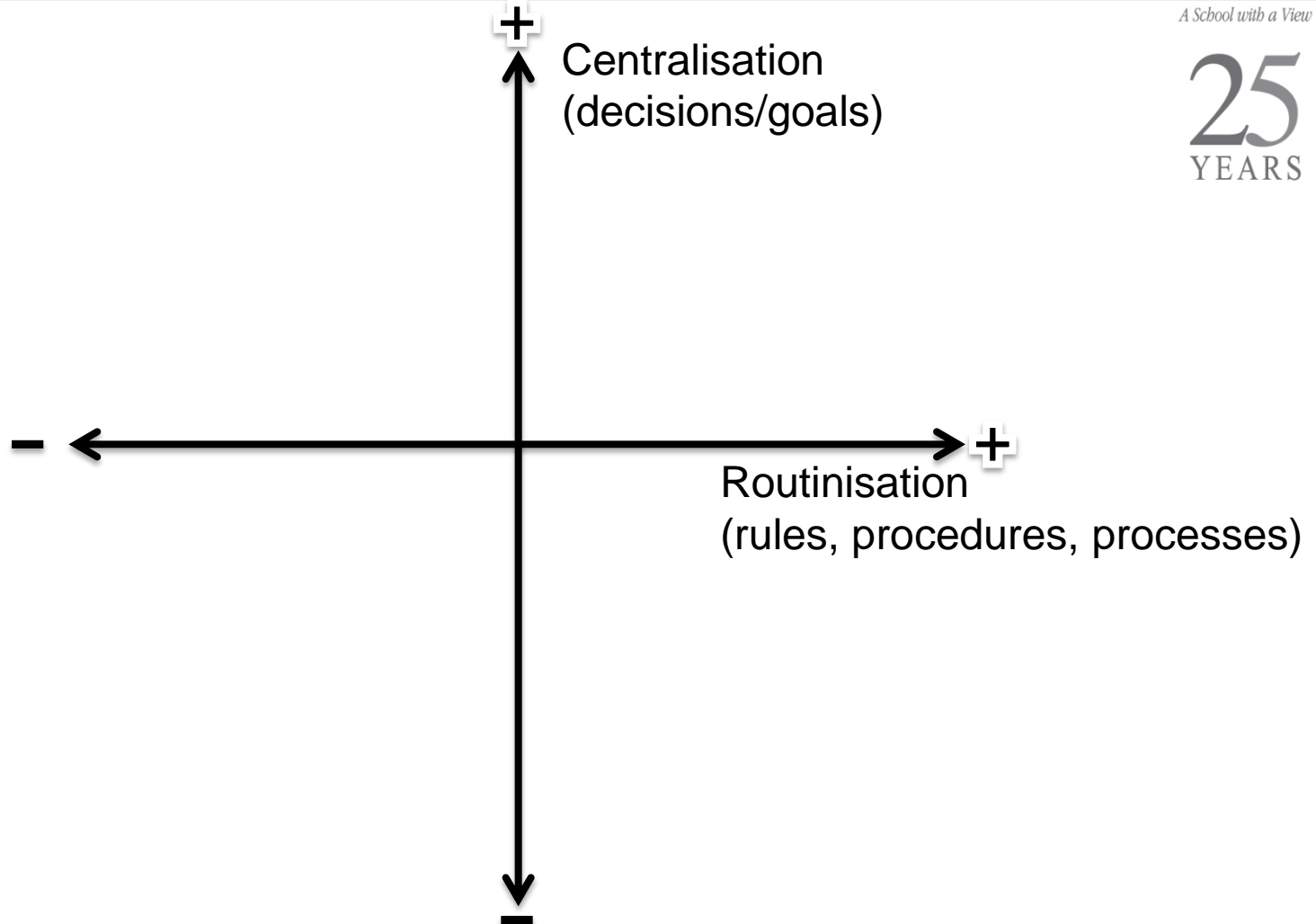
A School with a View

25
YEARS

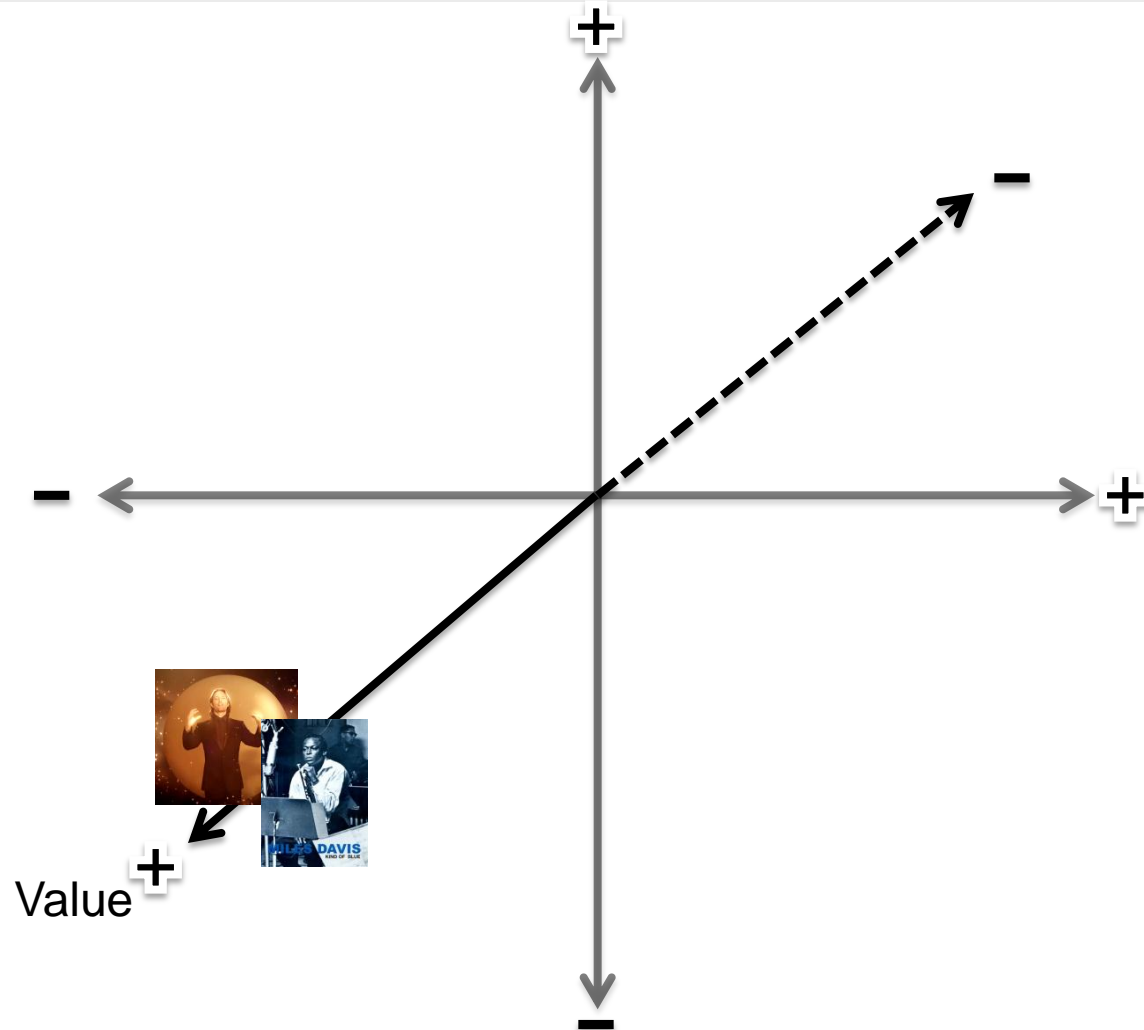


<http://www.youtube.com/watch?v=6WhWDCw3Mng>

Elements of Creative Culture: Autonomy



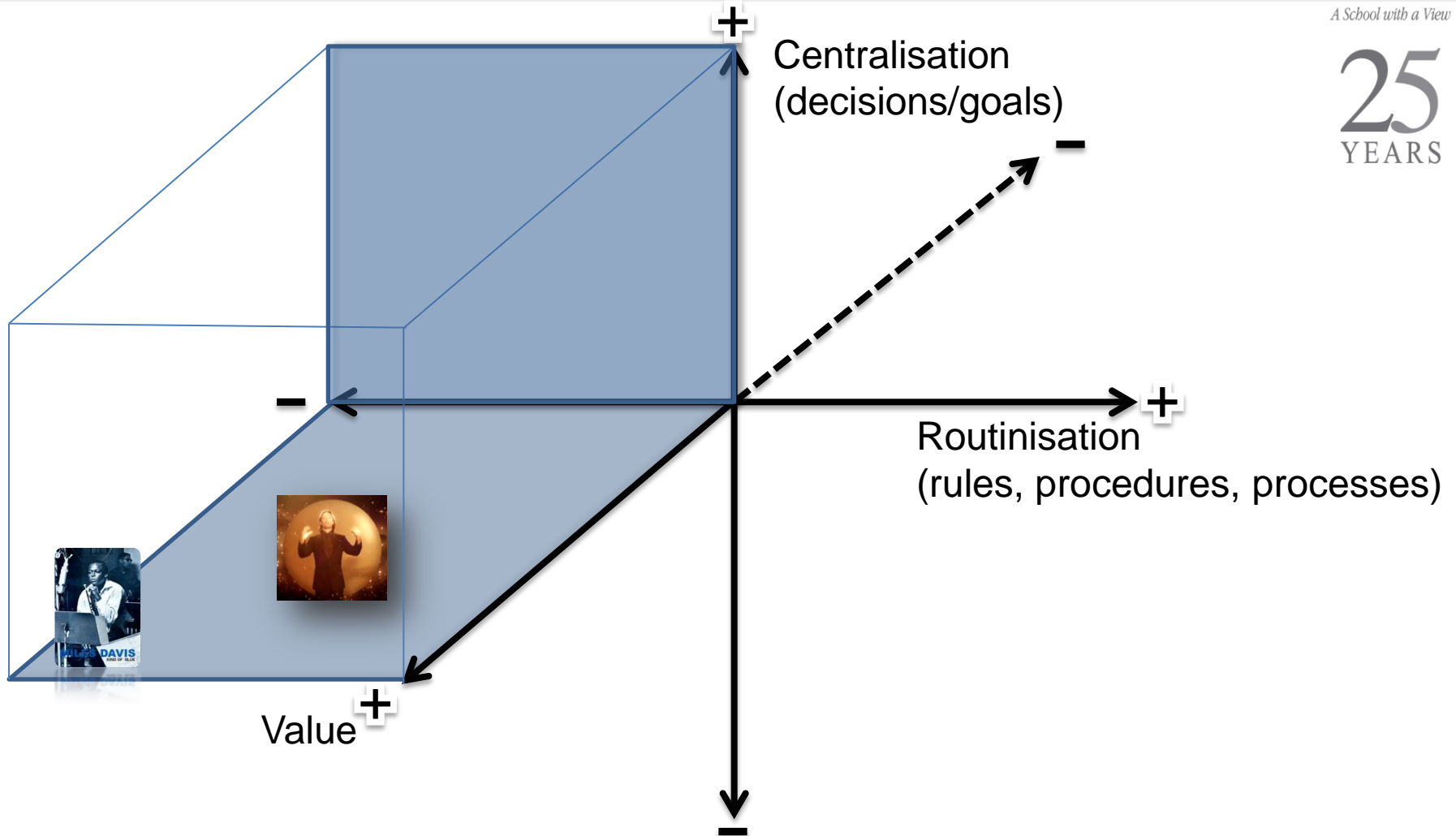
Elements of Creative Culture: Value



Understanding the creative balance

STEP 6

Elements of Creative Culture: Value



Organising a Creative Organisation

