Creativity

Topic 1.4 How to create a strategy on creative management in workplace

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Innovation and creativity mentality
advancement in SMEs

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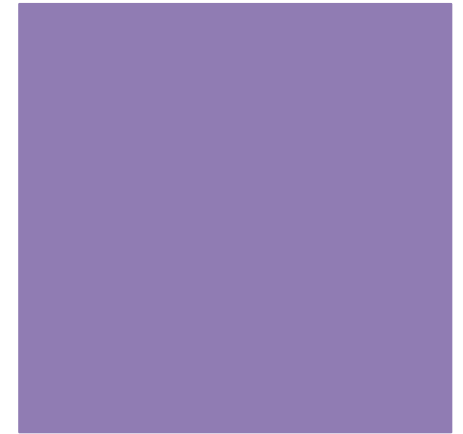
Designing a creative management strategy

This section includes suggestions on how you can encourage and help your staff to be creative, starting with identifying weak areas and making formal plans to address them.

Aims:

- Present the importance of creativity strategy

- Present the analysis tools

Learning Outcomes:

- Skillset to understand the process of creativity management.

- Knowledge of the appropriate analysis tools in practice.

- Increased perception of creativity within the organisation

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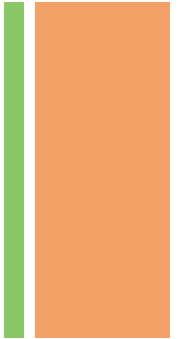
What helps creativity in organisations? Think of an organisation known to you that you believe to be creative. What strikes you as interesting about the way it works?
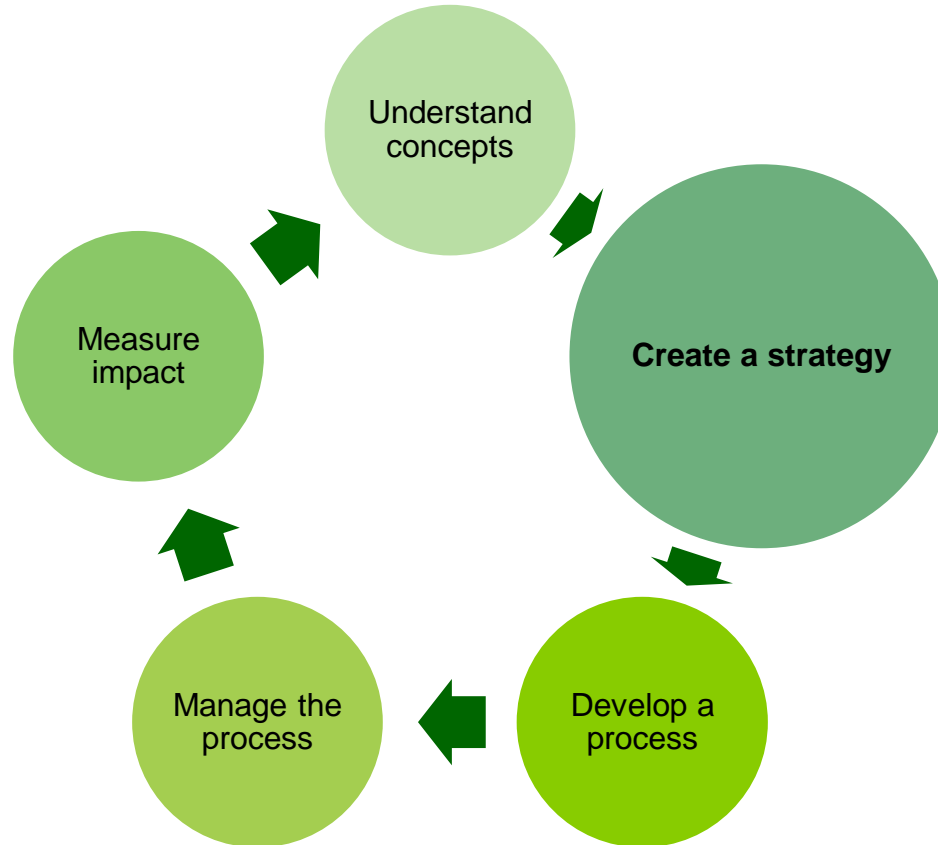
10 min

https://www.youtube.com/watch?v=lZpP2Hc2gPg

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Create a strategy

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Managing Creativity Strategy

➡ Select a format akin to your current strategies

➡ Create a practical, clear plan

➡ Think over the design opportunities

➡ Consider the environment of your organisation
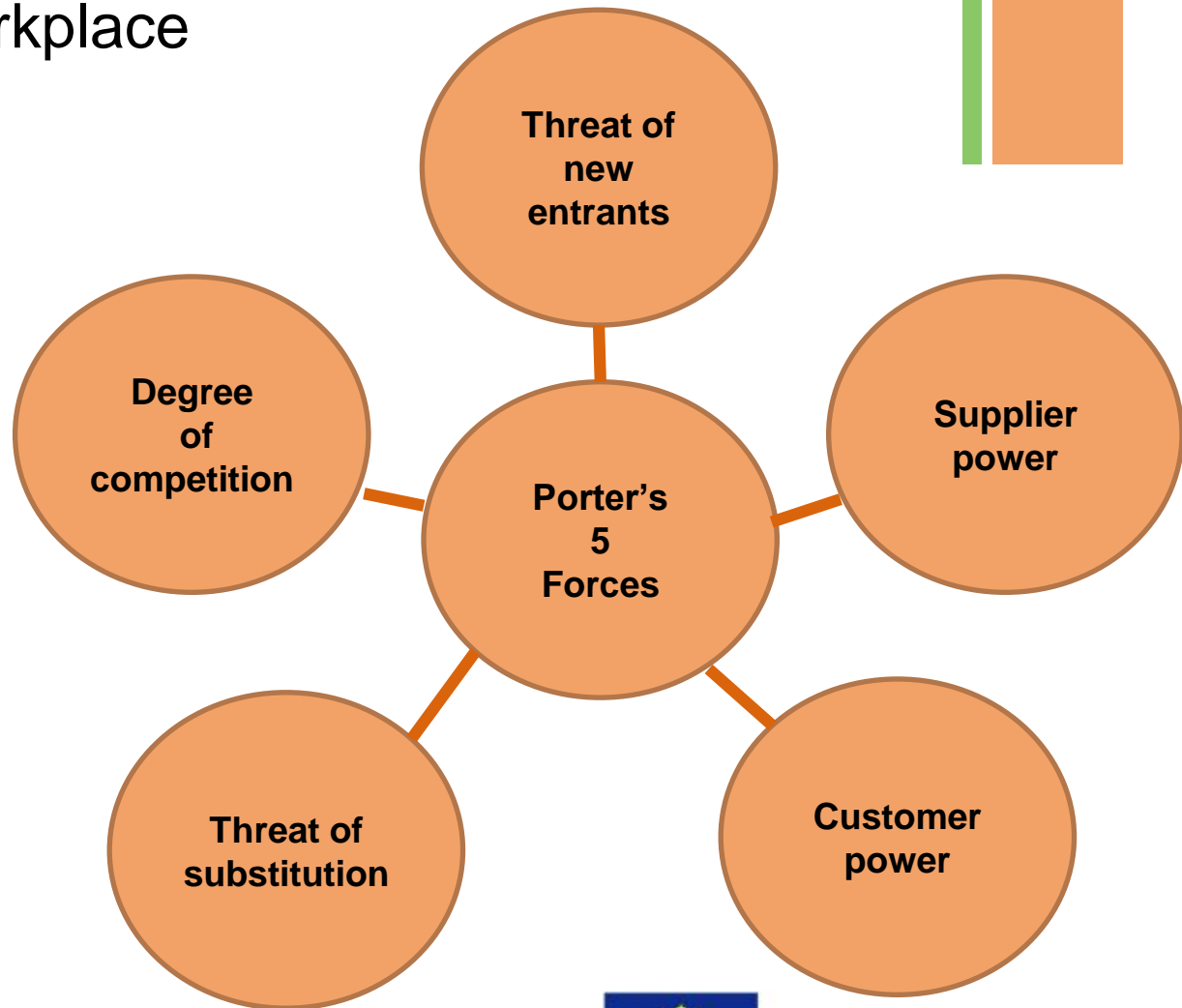
➡ Identify strengths and weaknesses

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General strategy analysis tools

➡ SWOT Analysis

➡ Porter's 5 Forces

➡ PESTLE

➡ Porter's Value Chain

➡ Pareto Analysis

Threat of new entrants

Supplier power

Degree of competition

Porter's 5 Forces

Customer power

Threat of substitution

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Specific tool: Creativity scorecard

Developed to help managing creativity. It captures:

→ Perception and attitude to creativity

→ Creative initiatives in the organisation

→ Barriers

→ Current structures, systems and culture

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General strategy analysis tools

Generating creative ideas is vital to the innovation management process. It should be:

⇒ Included in business policy

⇒ Accepted by staff

⇒ Supported by leaders

Organize the framework of the management process. You should:

⇒ Appoint a suitable leader

⇒ Define innovation level

⇒ Decide if ideas will be generated internally or externally

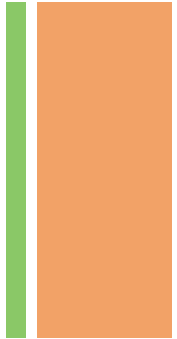# How to create a strategy on creative management in workplace

Documentation and Intellectual property

➡ Build a clear policy around documentation, including intellectual property and employee contracts.

➡ Consider a clause for subcontractor or freelancer contracts

➡ Take Non-Disclosure Agreements(NDAs) into account

➡ Store all acquired data from the inception of the process

➡ Determine if you need to name the idea originator on patent applications

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Creativity's placement on the leadership quality chart according to IBM

Most important leadership qualities over the next five years

Quality	Percentage
Creativity	60%
Integrity	52%
Global thinking	35%
Influence	30%
Openess	28%
Dedication	26%
Focus on sustainability	26%
Humility	12%
Fairness	12%

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✚ Learning Aids

INCREMENTA Guidebook on creativity

IBM 2010 Global CEO Study: Creativity Selected as Most Crucial Factor for Future Success

Lauren Landry, 2017: The Importance of Creativity in Business

Paul van Keeken , 2015: How creativity impacts business results

Dr. Monika Petraite, 2016: Imagination, creativity and innovation

Linda Hill, 2014: How to manage for collective creativity

Topic Review

This section details suggestions, and introduces tools in order to encourage and help your staff to be creative. It starts with identifying weak areas and making formal plans to address them, while placing heavy emphasis on the fundamentals of creativity management.

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