

NPSIG IFLAcamp 5 - TOPIC 3 : Share creativity in a serious way

<https://docs.google.com/document/d/17mhL6Sy8keDbE3JvQB3QKV8VmTHexreUZCqI30v8nMk/edit?usp=sharing>

goo.gl/TsSejG

At work, you don't have everyday an opportunity to have a creativity workshop, a design thinking session, etc.

Ice breakers

Where to learn them ? Do we have lists ? Methods ? Trainings ?

Sometimes you just have to be clever ?

Very often, you can begin with a joke about yourself.

Funny pictures inside the presentation.

Is it the equivalent of "captatio benevolentiae" in classic rhetoric ?

Can we give creativity as a rule ?

Can we trigger people's creativity ? Can we tell them "You have to be funny" or "You have to use only funny picture or slides" ? Only if we know it will be easy for the person ; creativity shouldn't become a pain.

How do we avoid creativity clichés ?

For some people, some creativity tools have become clichés (post-it notes, brainstorming patterns)

Hire creative people ?

Yes, but it's not enough: if they arrive in an anti-creative environment, it won't work. And you shouldn't want creativity only from a few people but from your whole team.