

Creativity Leadership Workshop.
Part of the Responsible Global Leadership Seminar (RGL) CEMS MIM program
ESADE 28th, 29th January 2016

Creative leadership is required in every job in every circumstance in the post-industrial economies. Because now, more than ever, science and technology do not cease to develop and produce new products and services that continuously change the conditions of organizations, of organizing and the challenges we face.

Creative research has advanced enormously, initially it was specifically connected to the arts and it was understood as a very unique capability, only available to special people, the geniuses. Nowadays, after sixty years of creativity research, creativity is widely understood as the interaction among aptitude, process, and environment by which an individual or group produces a perceptible product that is both novel and useful as defined within a social context (*Plucker et al, 2004, p.90*). Therefore, creativity is conceptualized as a possibility of any human being and available to be developed in any human domain, among others, in arts, sciences, organizations, and sports.

Following the work of Amabile (1983, 2012) there are four aspects to consider when wanting to be more creative (1) Domain Knowledge (2) Creativity Skills (3) Motivation and (4) Contextual Pressures. Specifically in this workshop we will work on Creativity Skills. Creativity Skills is a broad area of study that could be divided in three categories (a) cognitive abilities, (b) heuristics, (c) work style.

<https://docs.google.com/document/d/1MqnWL2QefmOEczItKBBCfWSRcYDASDVQASMqIPf9ISw/edit?usp=sharing>

Our work, in this workshop, focuses specifically on developing our cognitive abilities, but also will explain some of the myths surrounding creativity that hamper its development. We will also explain some of the current creativity models and explain the value of diverse heuristics in the form of creative techniques (VanGundy, 1987; 2005; Higgins, 2006; Clegg, 2007) and processes (Kelley, 2001, 2006; Liedtka, 2011). We are going to conduct two experiments within a group project that runs through the two days of the workshop.

- (1) our perception - Experiment 1
- (2) mental models - Experiment 2

We will also briefly touch upon how creative contributions are jointly constituted by the interaction of three components, the person, the symbolic domain and the social field gatekeeper (Csikszentmihalyi, 2014). Finally we will bring together all our findings by developing a creative project.

Total time of the Creative Leadership Workshop: 4 hours

References

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