



Creativity: why you should care

Project Management

August 18, 2022



Who am I?

- Accountant and IT Management by education
- KM consultant by choice
- Chief Chaos Organizer at Entelechy
- 4 yrs KM at HP
- 17+ yrs as consultant to a variety of companies and organisations
- Based Berlin
- Artist



18.08.22

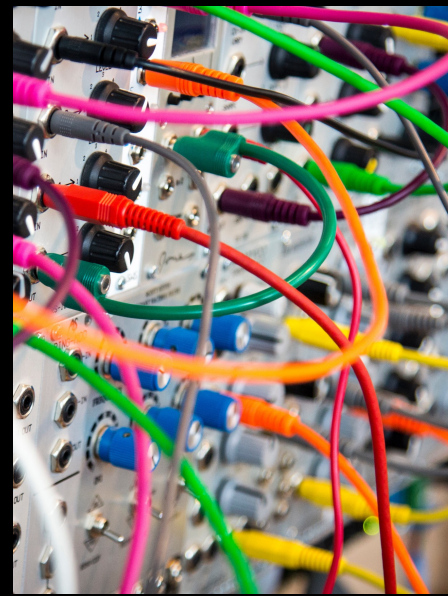
Beginning...



18.08.22



...reflecting

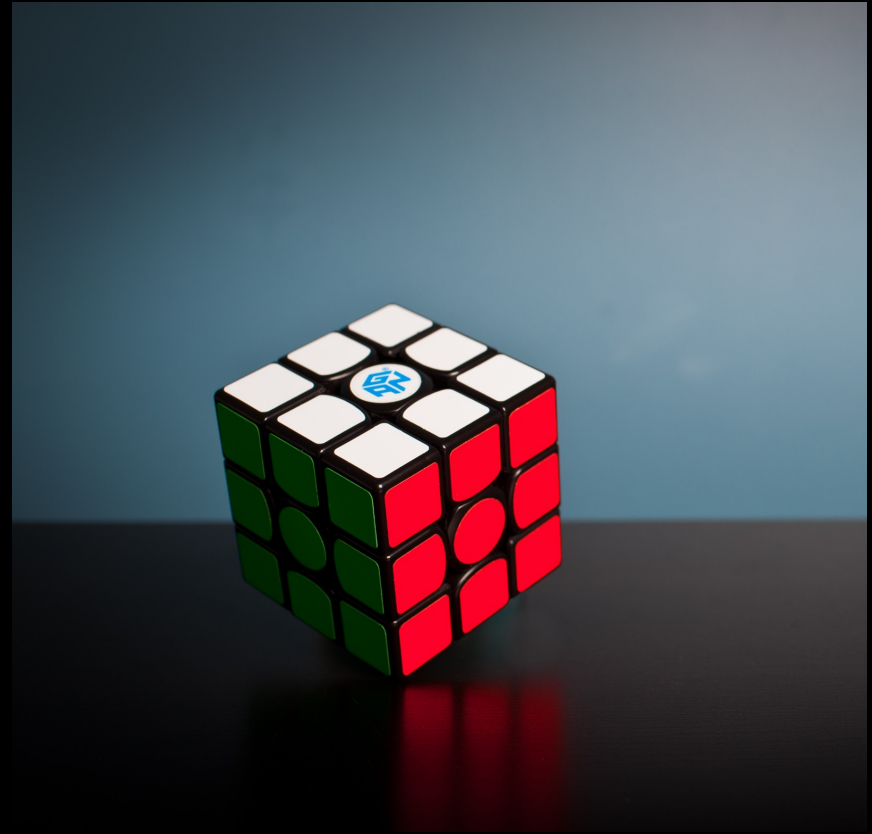


How do we deal with VUCA?

(Volatile, Uncertain, Complex, Ambiguous)

What Workers Want

- Be more engaged
- Be more collaborative
- Be more creative
- Be more innovative
- Be better at executing/
implementing new ideas
- Take more risks
- Understand the big picture
- Be seen as individuals
- Be coached not managed





18.08.22

© Stephanie Barnes, Entelechy 2021

Space to be Creative and Analytical





Why do we need to re-
Learn Creativity?

Research

On psychological tests of creativity:

Only 5 percent of people 18 and older registered in the "creative" range?

Among 17 year-olds, 10 percent scored "creative."

But among 5 year olds, more than 90 percent demonstrated the creativity to suggest innovative ways of looking at situations and the ability to dream up new ideas.



Creative people are curious,
flexible, and independent
with a tremendous spirit and
a love of play

Henri Matisse

Why this work is important

- It allows us to experiment, come out of our boxes/comfort zones
- Gives us a voice
- Release/redirect energy
- Release stress
- Improve focus
- Improve resiliency
- Improve problem solving

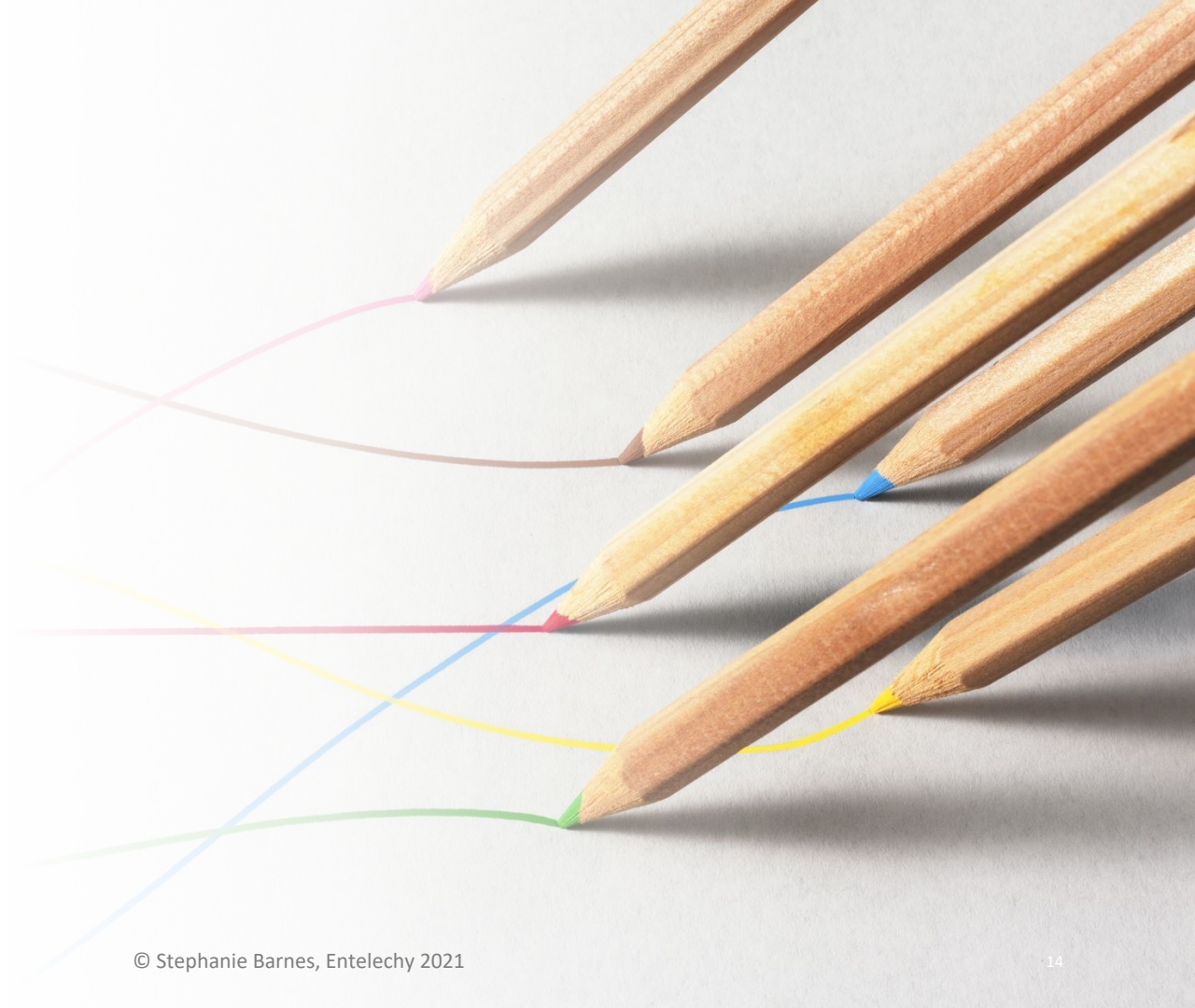
How do we become more creative?


- Playing
- Arts and Crafts
- Exercising
- Improvising
- Getting enough sleep
- Eating consciously
- Drinking consciously
- Meeting:
 - new people
 - conversation
- Meditating
- Making space
- Music/singing
- Doing something new/different



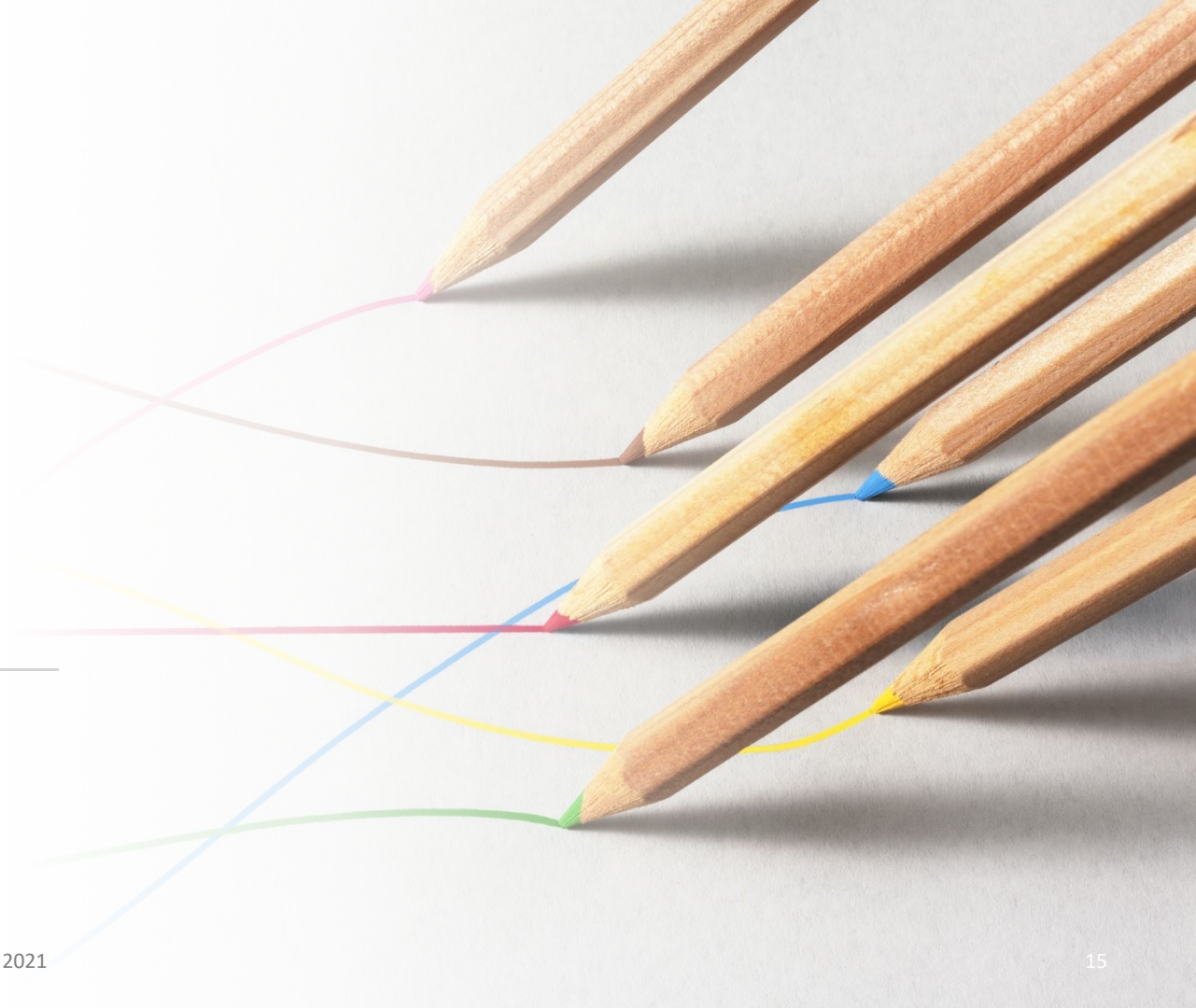
Activity

- Scribble drawings— freeing up of the mind to think





Reflecting: Scribble Drawings



12 Benefits of Creativity

(source: Sir Kenneth Robinson)

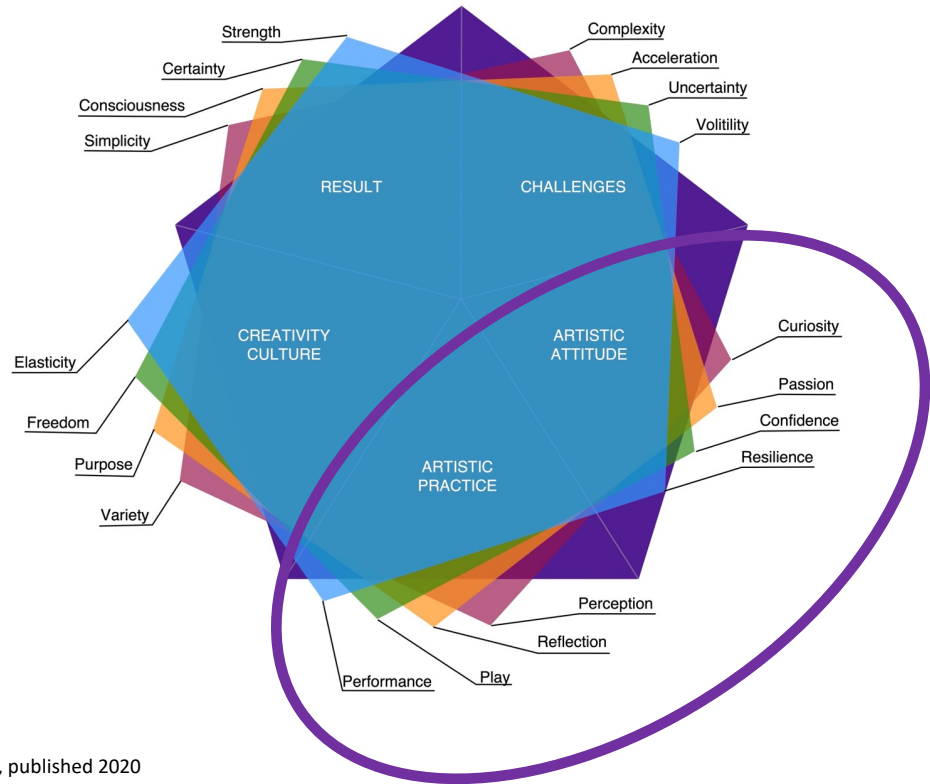
1. Creativity is multidisciplinary.
2. Creativity allows you to express yourself.
3. Creativity promotes thinking and problem-solving.
4. Creativity reduces stress and anxiety.
5. Creativity allows you to enter your happy zone and have fun!
6. Creativity gives you a sense of purpose.
7. Creativity leads to feelings of accomplishment and pride.
8. Creativity can link you to others with the same passion.
9. Creativity improves your ability to focus.
10. Creativity promotes risk-taking and iteration.
11. Creativity is a prerequisite for innovation.
12. Creativity encourages us to be lifelong learners.

By tapping into our creativity...

- We bring our authentic/whole self to work
- We find opportunities to build the skills for leadership within ourselves and others



What
happens
when we
bring in our
inner artist?



Dobiéy and Koeplin, Creative Company, published 2020

How to be an artist at work:

Artistic Attitude

- Curiosity
- Passion
- Confidence
- Resilience

Artistic Practices

- Perception
- Reflection
- Play
- Performance

Project Manager Role

A Guide to the Project Management Body of Knowledge (PMBOK® Guide) 4th Edition states that

“Effective project managers acquire a balance of technical, interpersonal, and conceptual skills that help them analyse situations and interact appropriately”.

Allow yourself to be foolish

Stop thinking that there is only one right answer

Play Stop following the rules
Stop avoiding ambiguity

Stop thinking that you are not creative

Don't be always practical

Stop being always logical

Stop thinking that something is not your area

How to  Unlock Creativity?

Source: <https://www.teodesk.com/blog/creativity-and-its-place-in-project-management/>



For example

- Add creative activities to your meetings
 - Improv
 - Drawing
 - Storytelling
- Encourage curiosity



What this means for Leadership

- Is about creating an environment where everyone – not just management – are empowered to use creative thinking skills to improve the organisation.
- Doesn't mean that everyone is generating ideas, but rather that everyone is empowered to ask, is there a better way and then is personally accountable for implementing solutions that improve the workplace for employees and customers.

Creative Leadership

- ✓ Provided 6 times higher revenue growth
- ✓ Increases employee engagement
- ✓ Means taking more calculated risks and innovating in how to lead and communicate
- ✓ Creative Leaders are ready to question the status quo and are committed to ongoing experimentation with disruptive business solutions

- From: Harvard Business Review
<https://hbr.org/2010/05/how-to-ignite-creative-leaders> last checked October 8, 2018 at 11:21 CET.



Why now?

Because:

- Agile
- Design Thinking
- New Work
- Sustainability
- Covid-19



They are all
looking for the
same kinds of
behaviours:

Sustainable mindset

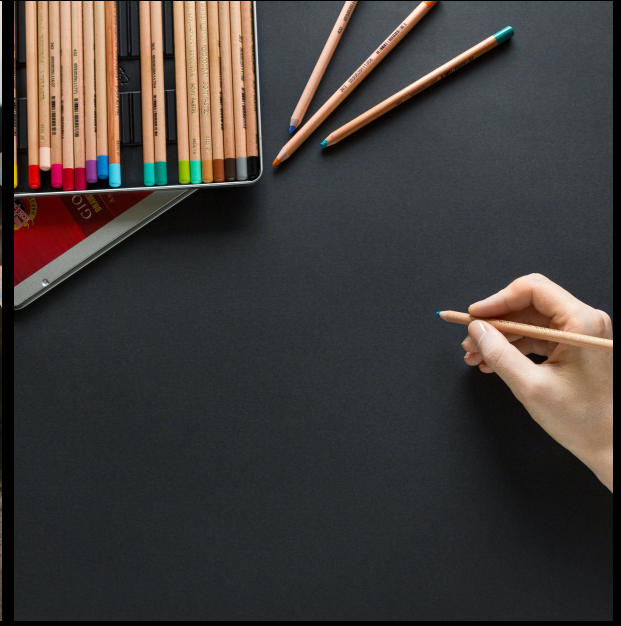
- A sense of purpose
- Enlightened self-interest (considering others as well as ourselves)
- A Long-term orientation
- Presencing (achieving highest potential while staying in the present moment)
- Courage
- Integrity
- Open-mindedness
- Transparency

Systems Thinking

- See the bigger picture
- Appreciate the details
- Maintain a balance
- Keeping things simple

Relationship building

- Understanding across cultures
- Appreciate and embrace diversity
- Network
- Meaningful Dialogue
- Empower stakeholders
- Measure improvements



These come out of tapping into our creativity



It's time for
creativity



Danish Government Case Study (Meisiek and Barry)

- experiencing a lack of collaboration and knowledge sharing between the employees of two of its departments (law making and citizen services)
- In an effort to create long-lasting effects, the IKS department decided to create a studio with a team to support it
- In the end, the results of the pilot were positive and enabled the participants to develop a new and innovative solution to the problem they were addressing





Companies who have embraced Creativity- Innovation

- **Xerox**—Artist in Residence Program, resulted in significant improvements in R&D
- **Equiva Services**—by introducing creativity into their work processes they created curiosity, dialogue, storytelling, and reflection into the processes which allowed them to realise their ideas in a simple, yet powerful way
- **LexisNexis**—Improv in Corporate Training and Development, resulted in improved communication and empathy





Thank you

Stephanie Barnes

Entelechy

www.realisation-of-potential.com

stephanie@realisation-of-potential.com

+49 179 854 8376

Book List

1. A New Culture of Learning: cultivating the imagination for a world of constant change by Douglas Thomas and John Seely Brown.
2. Aristic Interventions in Organisations: research, theory and practice; edited by Ulla Johansson Scöldbberg, Jill Woodilla, and Ariane Berthoin Antal.
3. Artful Creation: Learning-tales of Arts-in-business, by Lotte Darsø.
4. Artful Making: what managers need to know about how artists work, by Rob Austin and Lee Devin.
5. Creative Company: how artful creation helps organisations surpass themselves by Dirk Dobiéy and Thomas Koeplan.
6. The Value of Arts for Business by Giovanni Schiuma.
7. Orbiting the Giant Hairball: A Corporate Fool's Guide to Surviving with Grace by Gordon Mackenzie.
8. Play: How it Shapes the Brain, Opens the Imagination, and Invigorates the Soul by Stuart Brown M.D., and Christopher Vaughan

