



WORKSHOP DESCRIPTION:

Managing in the New Era ... the Era of Creativity

Duration: 3 days

Facilitator: Dr. André Walton

The current economic and social turmoil may prove to mark the advent of a new era -the Era of Creativity, potentially as revolutionary as the industrial revolution. Old management models have finally been put to the test and have been found lacking. Designing new management models requires the application of creativity in all aspects of management as well as elsewhere.

This workshop takes a fresh look at the many aspects of what encourages people to be creative and what discourages them. From leadership style to tolerating anarchy, this new approach to creating innovative environments is designed to help participants develop their own new model of management: Managing for Creativity.

Further Details:

There is considerable evidence that we are entering a new era; socially, ethically, economically, and, organizationally. Employees require more from employers and prospective employers, as do customers, regulators, investors, the media and the general public. Corporate ethics have never been tested to the extent they are now. Existing economic models are also under pressure, and there is no evidence to suggest that the current turbulence will abate anytime soon. Traditional management and business models have been severely tested over the past decade and have been found lacking.

This workshop will not, of course, provide all the answers. However, an understanding of creativity, creative problem solving and a new conceptual framework to manage oneself and others can guide individuals and corporations through the hurdles of entering a new era. Many of the challenges of management have more satisfactory outcomes when confronted in innovative ways. Integrating creativity into management and general corporate structures has many advantages including job-satisfaction and increased organizational flexibility and efficiency. The theoretical bases behind this approach are analyzed in this workshop as are the ways in which these can be practically implemented.

Rationale for the Workshop:

This workshop approaches management practices from a unique perspective based on a new model of creative behavior. Students' practical and theoretical management skills will be enhanced and participants will gain insight into a new perspective on the future of organizational behavior.

Workshop Learning Outcomes:

Participants will demonstrate skills and understanding associated with managing with creativity. While each segment will have specific objectives associated with it, general outcomes from the workshop are that participants will be able to:

- 1 Define creativity, decision-making and leadership and be able to explain the relationship between them.
- 2 Demonstrate an understanding of situational influences on individual-level motivations and demotivations to be creative and innovative.
- 3 Understand the principles of good leadership and how each is positively influenced by a creative approach involving challenge identification and problem solving.
- 4 Apply creativity to human resource management; including optimizing the value of all stakeholders to the organization, and maximizing the value of the organization to each employee and other stakeholders.
- 5 Understand physiological factors influencing creative thought and action.
- 6 Discuss how social norms and distributed leadership can influence organizational innovativeness.
- 7 Describe the Group Affiliation model of creative behavior and discuss how the model influences outcomes in situations such as brainstorming and working in teams.

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