



WORKSHOP DESCRIPTION:

Managing Turbulence in the Era of Creativity

Duration: 2 days

Facilitator: Dr. André Walton

The current social and economic turmoil may prove to mark the advent of a new era - the Era of Creativity, potentially as revolutionary as the industrial revolution. Personal and organizational opportunities emerge from this and future periods of 'chaos' provided we know and understand them in the context of creative behavior. This workshop, then, is designed to guide participants in understanding how the current economic and socially turbulent environment might be viewed positively from the perspective of creativity and innovation.

Rationale for the Workshop:

This workshop approaches management decision-making practices from a unique perspective based on a new model of creative behavior and based on a novel approach to turbulent conditions. Participants' practical and theoretical management skills will be enhanced and they will gain insight into new possibilities that emerge during times of turbulence. Participants will also gain a deeper understanding of why and how creativity and innovation emerges from some organizations and not others along with how an organisational structure might be designed to maximize innovation.

Workshop structure

The workshop is divided into three segments each of which is highly participatory. There are several exercises and group discussions in each segment which help participants understand their own position and skills with regard to factors such as tolerance for uncertainty, adaptability and capacity to think in a divergent way under different types of stress. Although the workshop is not designed with an academic focus, attendees are introduced to some theoretical essentials which help explain and form the basis for self and other management for innovation in turbulent times.

Goals

What is the Era of Creativity and why may this be its advent?

After this segment participants will:

- See the current era in the context of other periods of western social evolution.
- Understand the implications of current trend towards outsourcing and the increasingly *flat world* in the context of personal and organizational creativity and innovation.

What do we mean by Creativity in both personal and organizational contexts?

After this segment participants will:

- Be aware of the Group Affiliation Model of creativity.
- Understand the implications of the GAM regarding the limitations in the use of teams for creative problem solving and other idea generation goals.
- Be able to list the individual and organizational benefits of innovative goals and norms.
- Be able to state how organizational and cultural norms influence creativity.

Using Creativity to deal with turbulence.

After this segment participants will:

- Understand the underlying ‘order’ behind turbulence and ‘chaos’.
- Be familiar with the principle ideas behind chaos theory.
- Have discussed the attributes useful in being creative in an unpredictable environment.
- Understand how stressors can either stimulate or undermine creativity.
- Be able to apply the GAM in a leadership role

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