Awakening Creativity and Innovation in the Workplace - Colouring Outside the Lines

with Carolin Rekar Munro
Tourism Human Resources Conference
Our Goals…

• Explore how to unleash our own creative capabilities;

• Challenge assumptions and paradigms that inhibit creativity; and,

• Inspire us to take a leadership role in creating a workplace culture that values and promotes creativity.
Creativity...
...is the ability to look at the ordinary, and see the extraordinary.

- Dewitt Jones
Creativity is...

SKILL to be learned and honed

Evolutionary, not Revolutionary

Fostered only when the "stage is set"

Our Competitive Advantage
Creativity and Collaboration

Eggsonment

You are design engineers for Boeing Air Carriers.

Your mission is to design an air carrier that can withstand a drop of 6 feet.

What is your precious cargo???

A raw egg
Materials

• 4 balloons
• Ruler
• 15 index cards
• 8 straws
• 10 paper clips
• 2 styrofoam cups
• Roll of tape
• String
The Creative Process...

Preparation - Incubation - Illumination - Verification - Action
"Creativity Killers"

- Searching for the "right" answer
- Surveillance
- Voice of Judgment
- Fear of Failure
- Evaluation
- Over-control
- Avoiding Ambiguity
- Trying to be logical
- Not making "play" a part of work
- Fear of looking foolish
Tools for Enhancing Creativity

- Personal
- Organizational
Think of yourself as creative
Move away from your comfort zone
Break mental sets and take new perspectives.

“Divergent Thinking”
Keep options open and avoid premature judgments
Heighten your senses and live mindfully.
Collaborate deeply and meaningfully with others
Banish Idea Busters and Take Your "Evalu-Temperature"
Ten Most Innovative Companies in the World...

- Apple
- Google
- 3M
- Toyota
- Microsoft
- General Electric
- Proctor & Gamble
- Nokia
- Starbucks
- IBM
Leading in the Innovation Zone
Random Association:
Creativity Workout for Teams

To increase tourism in the Caribbean
Six Thinking Hats
by Edward De Bono
Blue Hat Conversation...

- “Cool”: Organizing Hat
- Overview and process control
- Define the problem
- Define the goal
White Hat Conversation...

- “Neutral and Objective”
- Data gathering mode

- What information do we have?
- What information do we need?
- What questions do we need to ask?
- How are we going to get this information?
Yellow Hat Conversation...

- “Sunny and Positive”
- Positive thinking; logical positive
- Focus on the benefits
- Constructive thinking and making things happen
Black Hat Conversation...

- "The Devil’s Advocate"
- Logical negative, judgment and caution
- Point out why something may not work
- Point out difficulties and problems
- What are the risks?
Green Hat Conversation...

- Associated with growth, creativity, and alternatives
- Go Wild!
- Propose new ideas, concepts, and perceptions
- Focus on change
- Propose new approaches to the problem
- Make new connections
Red Hat Conversation...

- The emotional view
- Express what you are feeling about the project
- Express what you are feeling about how the team works together
- No need to justify your feelings
Table Group Discussion

• What can you do, in your own organization, to foster or enhance employee creativity?

• What approach might you take to gain management’s support for creating a culture that fosters creativity?
Goal Setting for Personal and Professional Transformation

• Identify a goal you would like to set to enhance your own creative capabilities.

• How might you bring today’s learning back to your workplace colleagues to inspire a culture of creativity?
Be willing to...

• Suspend judgment
• “Throw away the box”
• Shift perception
• Look for the second right answer
• Challenge assumptions
• Ask, “what if…”
• Be illogical
• Look foolish
• Make a mistake...
• Keep colouring outside the lines
Please keep in touch...

Dr. Carolin Rekar Munro, CHRP, CTDP
Intellectual Lead, Leadership and Human Resources
Royal Roads University, Victoria, BC, CANADA
carolin.rekarmunro@royalroads.ca

Peak Performance Strategist
Collaborating with individuals, teams, and organizations to reach new heights.
rekar@telus.net