Christian Byrge

Ph.d. & Full Professor at Vilnius University Business School

Engine for innovation

New ideas to challenge and replace declining ideas.
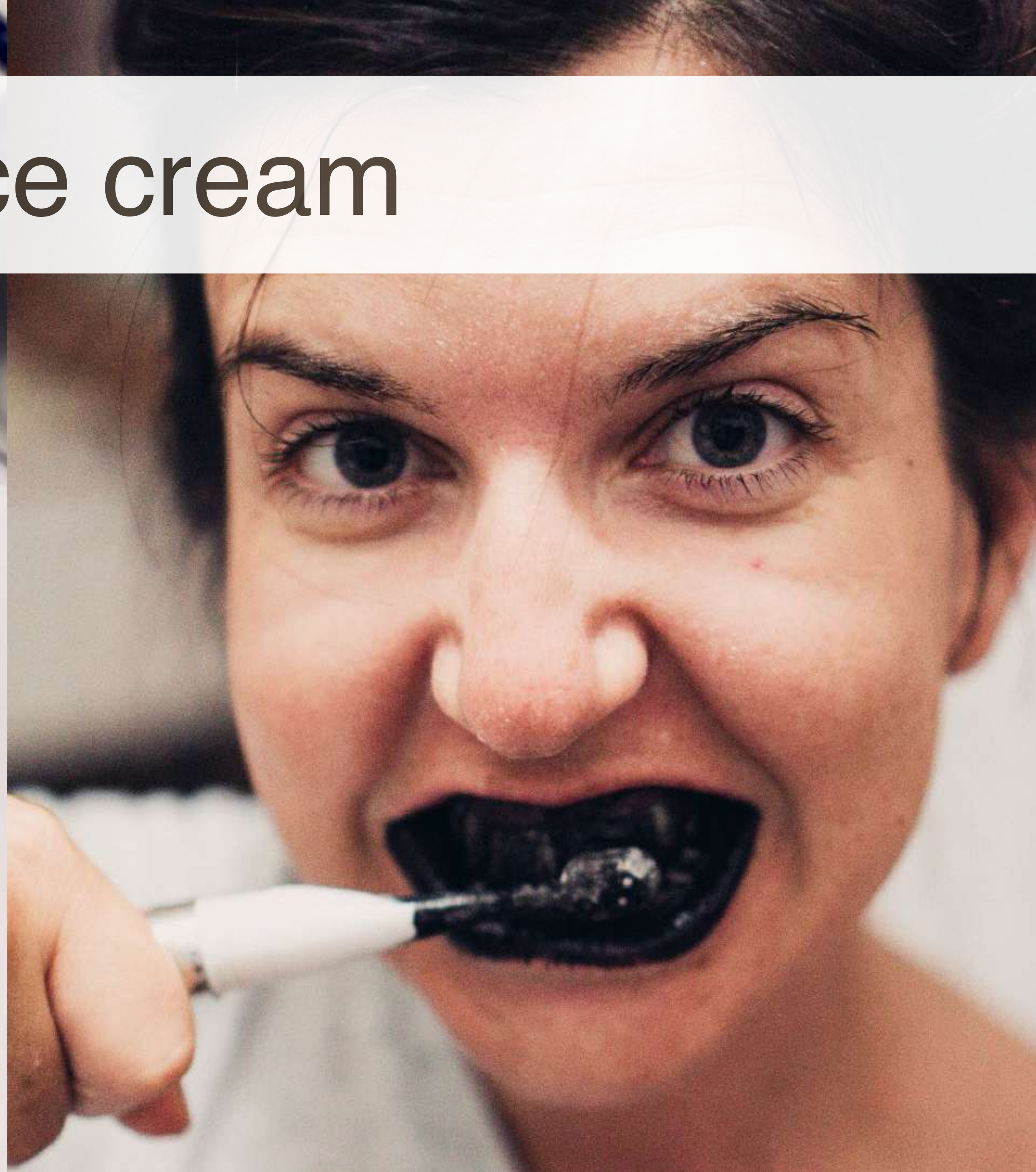
Invest in your workforce

Creativity as second most important skillset (World Economic Forum).

New ways to serve ice cream

New ways to serve ice cream

More opportunities

Originality measured by uniqueness of ideas.

Complex problem solving

More great ideas creates a better foundation for decision making.

Skills & confidence
Nurture the creative mindset and behaviour

Processes

Support systems

Idea systems

Creative on command

Why don't people get creative when they are asked to?

Creativity as a skillset

Creativity, sports, math, language, and other skills…

Skills & confidence

Curious mindset

See opportunities where most others only see issues.

Imaginative mindset

Think up ideas that go beyond current team or industry logic.

Skills & confidence

Imaginative mindset

Imaginative mindset

Think up ideas that go beyond current team or industry logic.

Skills & confidence

Explorative mindset

Challenge what everyone else takes for granted.

Skills & confidence

Team creativity maturity

1. Language for creativity
2. Toolkits for creativity
3. Creative mindset
4. Creative team culture

Skills & confidence

Processes
Temporary enhancement of creativity (Brainstorming, Design Thinking…)

Support systems

Idea systems

Creative process methods

Team and online based creative methods, but also individual creativity.

Inclusion of domain experts, idea experts, users, customers, etc.

Facilitation experts, creative toolkits and focused environments.

Processes

Integration of creative methods

Integrate creative methods and tools into existing work processes.

ChatGPT-4 taking the Torrance test

- Blind scored against 2000+ humans.
- **Top 1% for originality.**
- Top 7% for flexibility.

OpenAI

GPT-4

Skills & confidence

Processes

Support systems

Support & reward creative employees & leaders for their innovative efforts

Idea systems

Support & reward structures

Creativity metrics and expectations for individuals, teams and managers.

Innovation task force, creativity geek communities, creativity rooms…

Balance the risk of conformity and fear of failure (psychological safe).

Awards for creative efforts

Idea box with money, time, network and to bypass local management.

Questionnaires for creativity

Management tool to examine creative skills, confidence and team culture.

Skills & confidence

Processes

Support systems

Idea systems
Collect, evaluate & select ideas from across the organisation

Collecting, evaluating and selecting ideas

Idea box, Apps, MS Team channels, idea boards, events, and interviews.

Idea committee should be visionary and have a noose for good ideas.

Creative ambitions: maintain, perfect, raise, or set new standards.

Idea systems

New ideas are vulnerable

Develop an idea sharing culture -
making new ideas something special.

Idea systems

Commitment for creative efforts

Plan dedicated and undisturbed time in your calendar for chance processes.

Skills & confidence Nurture the creative mindset and behaviour	**Processes** Temporary enhancement of creativity (Brainstorming, Design Thinking…)
Support systems Support & reward creative employees & leaders in their innovative efforts	**Idea systems** Collect, evaluate & select ideas from across the organisation

Workshop starts now

Let's try out how to practice creative
skills and boost creative confidence.

https://christianbyrge.com/ideaclub/
exercises

Rethink supermarket checkout

- What solutions can you use from an airport security?
- What ideas might a racing driver develop for this?
- What principles can you use from a magnet?
- Try to use other organisations, professions and objects as inspiration for your ideas.

Rethink honey packaging

- What solutions can you use from a research laboratory?

- What ideas might an astronaut develop for this?

- What principles can you use from a paintbrush?

- Try to use other organisations, professions and objects as inspiration for your ideas.

Someone suggests to replace all internal written communication with voice/audio messages.

- Do not make up your mind about whether you like or dislike this idea.

- Just try to explore all potential positive consequences and effects that may come from this idea - if it was implemented.

Someone suggests that we will have 1 "thinking" day per month: no phones, no computers, no meetings…

- Do not make up your mind about whether you like or dislike this idea.

- Just try to explore all potential positive consequences and effects that may come from this idea - if it was implemented.

Creativity journey

1. Confused & unsure if you do it right.

2. More fun & great ideas start to come.

3. Confident & skilled to implement creativity into everyday work tasks.

4. Ready to develop effective support structures and meaningful ideas systems.