

The Problematic Transfer of Classroom Creativity in Business to the Workplace



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Problematic Transfer of Creative Learning



*CREATIVITY
is like GLE...*

GLE is Cognition

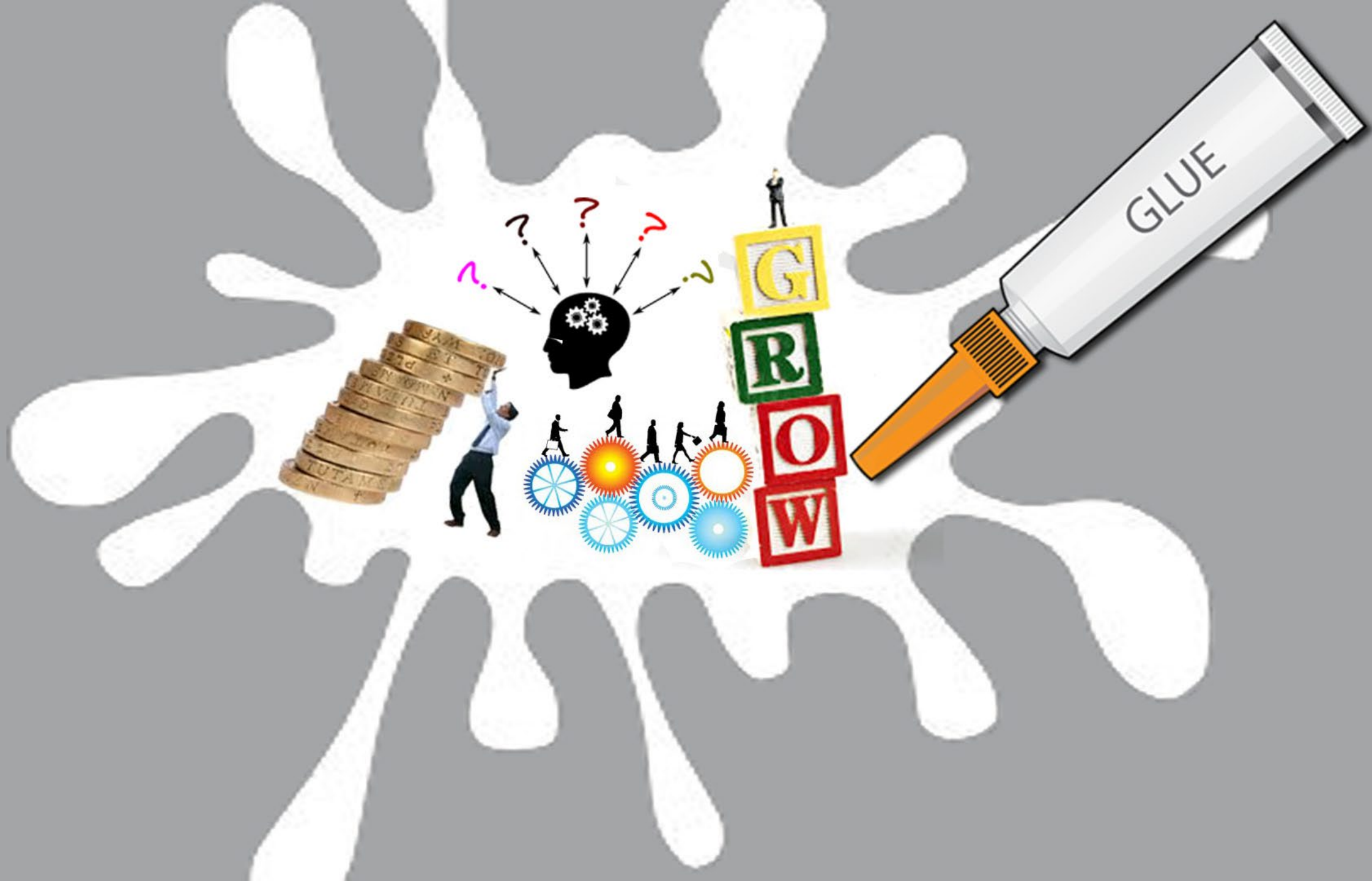
+

Growth

+

Profitability





CREATIVITY



On average
adults use less
than 2% of their
creative ability

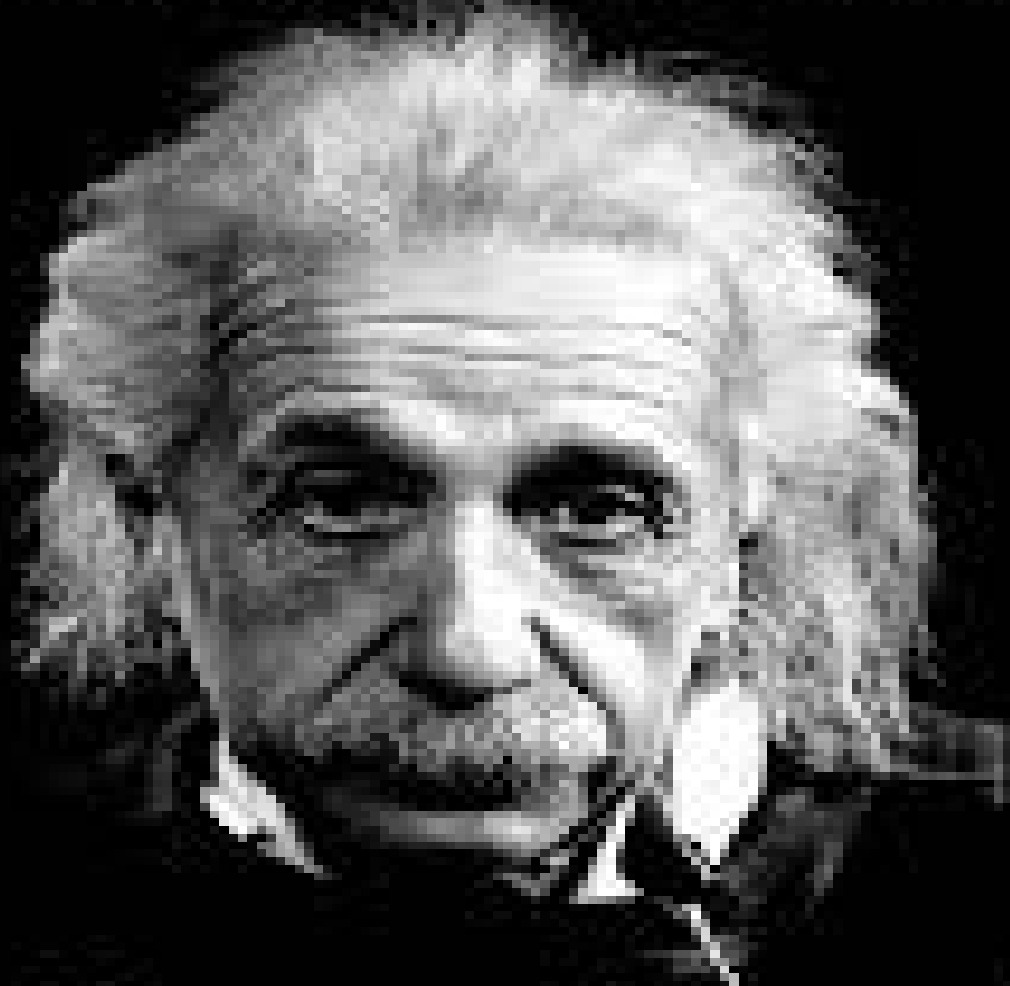




CREATIVITY



*It is a miracle that curiosity
survives formal education*



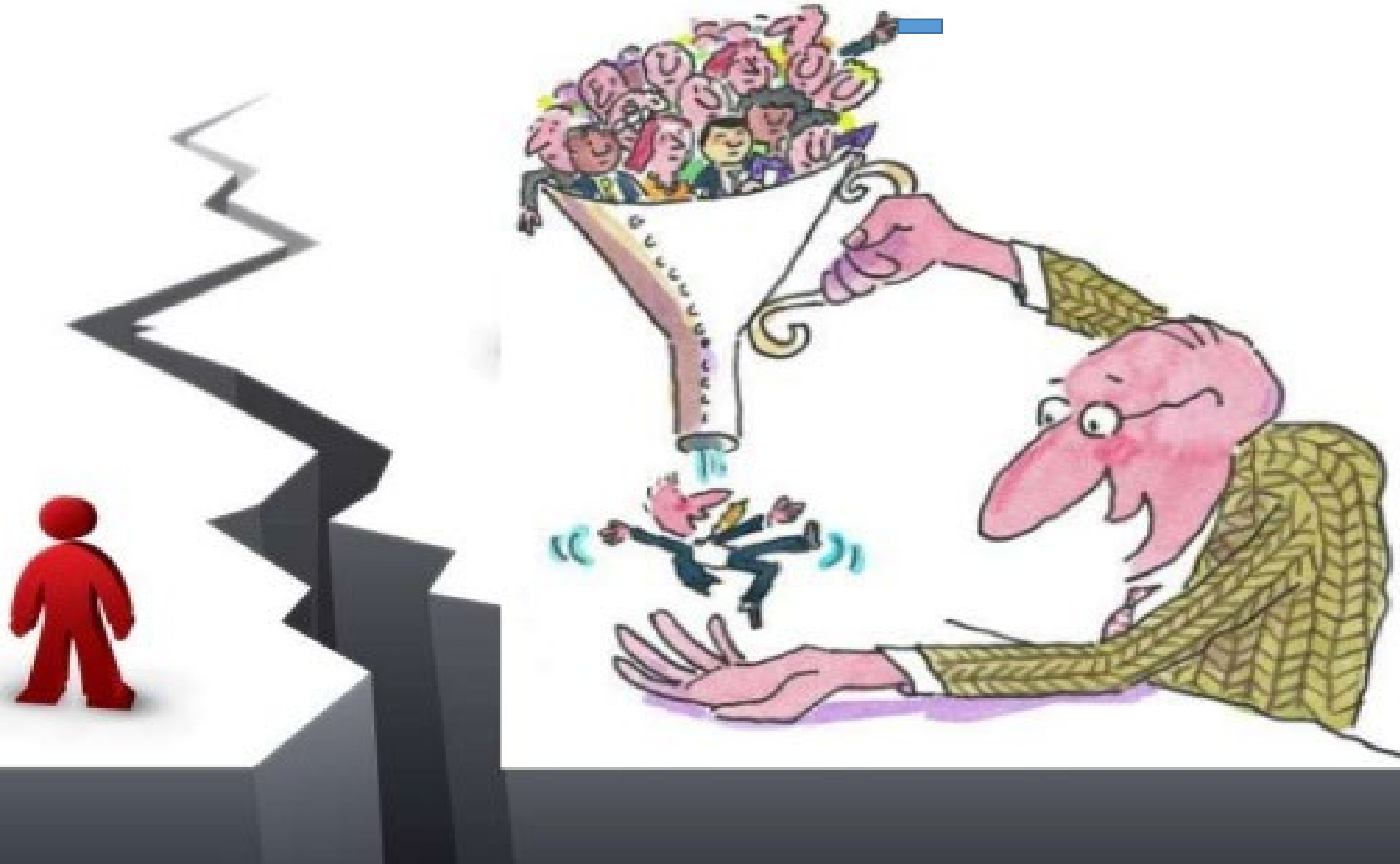
– Albert Einstein



failure is an option



Huge Gap Between Expectations & Availability



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MIND THE
SKILLS GAP

Creativity Intervention



Comprises 4 days creative learning & activities
+ 2 days self devised assessment

- What is a problem & traditional problem solving
- Brainstorming & variants
- Attribute listing
- Imaging, metaphors & perception
- Story telling, digital imaging and reflexive learning
- Synectics

'it could be used in management and business modules. It could be used to resolve problems. It could be used to invent new ideas. In fact it could be used in a lot of things once tried,' Respondent (R7)

'Especially for programmes associated with unpredictable factors whether they are internal or external within a companies' environment.'

.....it should be part of the business curriculum because most learners don't know they can be creative until they join the creativity session.' (B12)

'.....the workplace needs creative individuals and a University should supply the needs of the business environment' (R2)

'It has changed the way I think because I can use many tools to create different solutions to problems' (R3)



Creativity = Employability

CREATIVE

GRADUATES =

BEST

CAREERS





QUALITY
LIVES

Business

School

**Don't limit your challenges,
CHALLENGE YOUR LIMITS!**

**Make small changes, have a
MASSIVE IMPACT**