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‘Creativity for life, not just for Christmas’;

**Promoting the 3 T’s of Creativity as a vehicle for
Organisational Sustainability & Development**

By
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University of Sunderland

8th Nordic Conference on Adult Education and Learning,

13-15 May 2019 at DPU, Aarhus University,
Copenhagen, Denmark

Sustainable adult education and learning in organisational settings



Aims of the session

- Introduction
- Creativity as a core competence
- Are YOU creative?
- My research and 3 T's of Creativity
- Using the 3 T's for sustainability and bridging the skills gap



drawingAZ

How did you COLOUR?



CRAZINESSITY

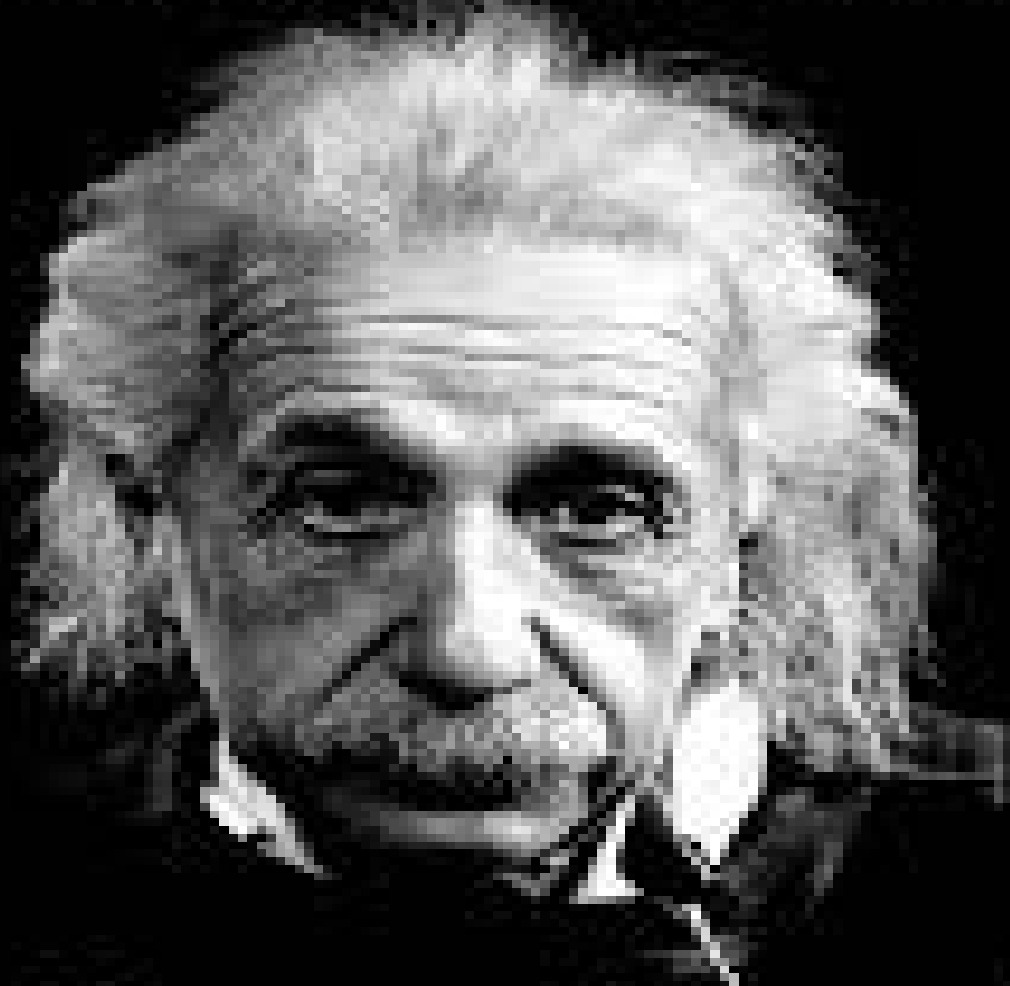
COLOURING OVER
THE LINES

UK Education system – How is yours?

Business Curriculum 5, True Creativity 0



*It is a miracle that curiosity
survives formal education*

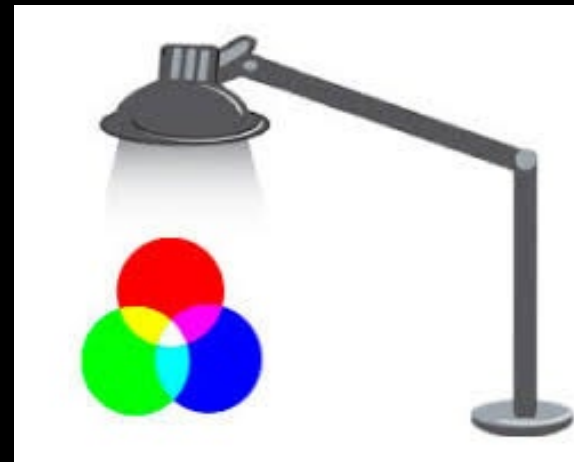


– Albert Einstein



CREATIVITY

My Research - Background & Approach



CLASSROOM

Techniques



These are the techniques as taught in the module/intervention, represented by whole colours and lines distinguishing one technique from another.

The 1st T is the Techniques.

The techniques are those skills and exercises listed on the left. An experiential approach to learning is used, the focus is on fun and engagement.

Transfer

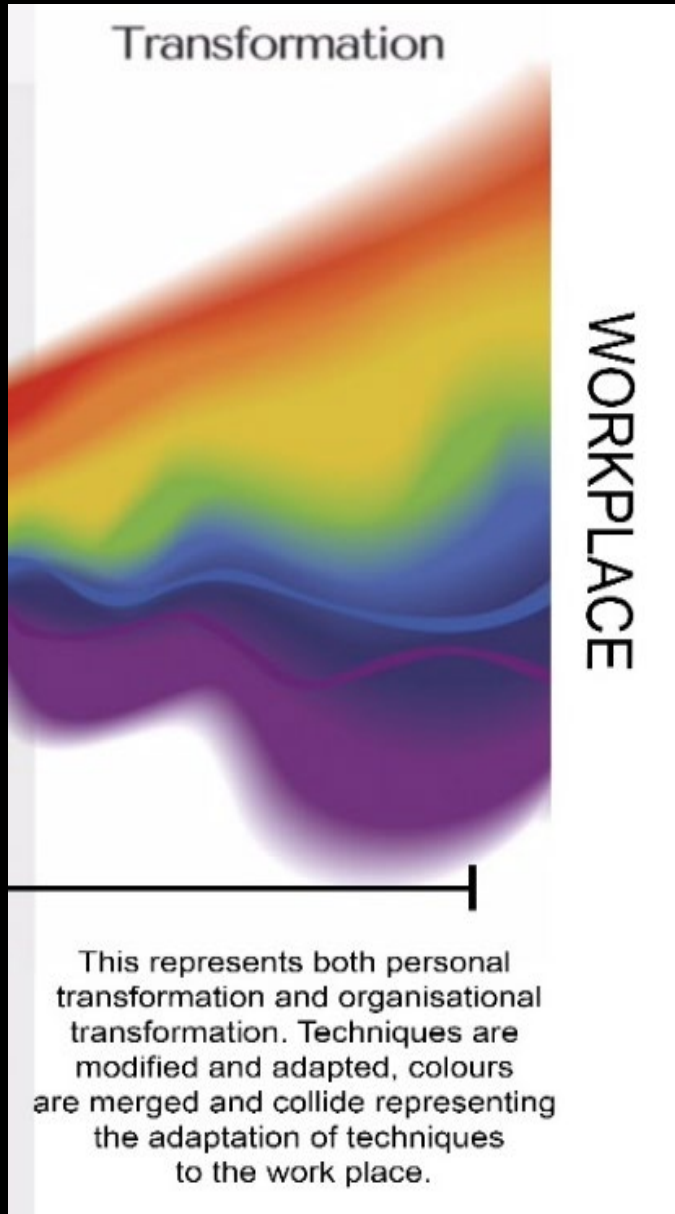


TIME

Some of the techniques (red & orange) are transferred as taught, Yellow represents the new growth of ideas. Recall is both full and partial.

The 2nd T is learning T transfer.

Learning transfer refers to how much information is retained and able to be recalled for use later in the workplace. Transfer can occur in 2 methods, learning can be transferred as taught or it can undergo transformation.



The 3rd T refers to personal T transformation.

Individuals reported an increase in personal confidence which they attribute to the intervention. They also claimed the module/intervention provided them with a new insight a lens with which to think and then behave differently in the workplace.

Techniques

Transfer

Transformation

CLASSROOM

WORKPLACE



These are the techniques as taught in the module/intervention, represented by whole colours and lines distinguishing one technique from another.

Some of the techniques (red & orange) are transferred as taught, Yellow represents the new growth of ideas. Recall is both full and partial.

This represents both personal transformation and organisational transformation. Techniques are modified and adapted, colours are merged and collide representing the adaptation of techniques to the work place.

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

'Useful especially for programmes associated with unpredictable factors external and within a companies' environment.'
(R10)

.....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 to create a sustainable environment' (R2)

'It has changed the way I think because I can use many tools to create different and new solutions to problems for which we have no answers currently' (R3)



**What will you
Choose?**



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MIND THE
SKILLS GAP

*'the human spirit lives on in creativity,
and dies in conformity and routine'* Vilayat Inyat Khan

'Creativity is simply intelligence having fun' Albert Einstein

I challenge you..... **BE BOLD &
COLOUR OVER THE
LINES**