

Transferring Creative Ways of Working

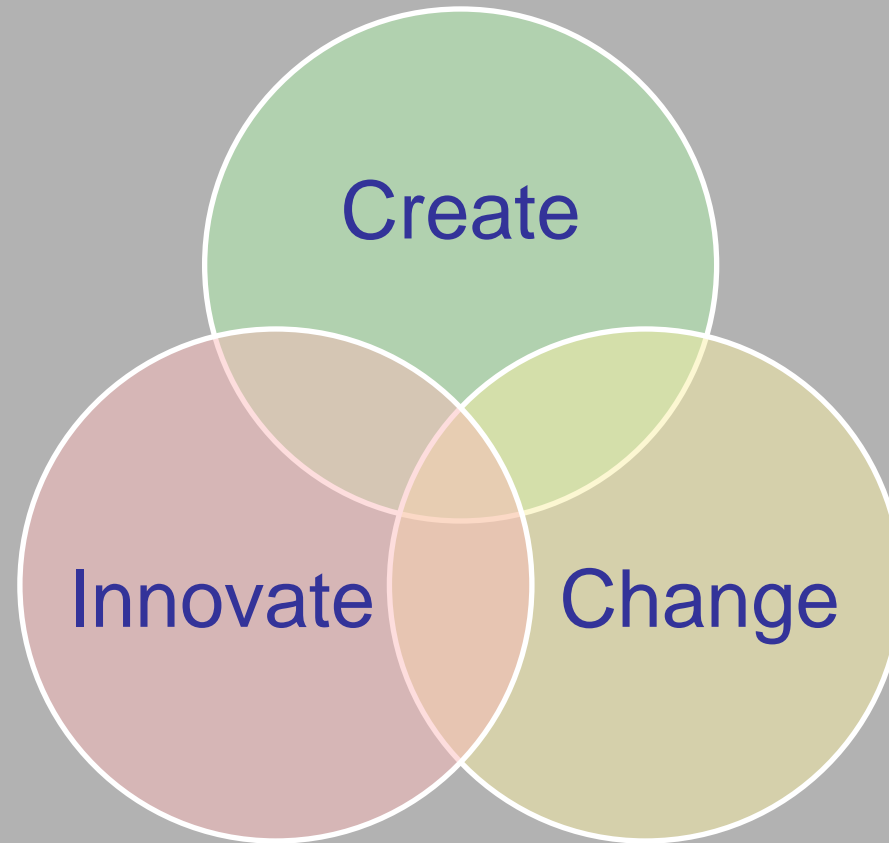
Mike van der Vijver

mindmeeting

Clear Project

Brussels, 27 November, 2013

On Creativity, Innovation and Change



On Creativity

Creativity is not a mystery or a special gift
– it is a skill and an attitude that can be
learned and applied.

Creativity in
business
organisations?

Yes!

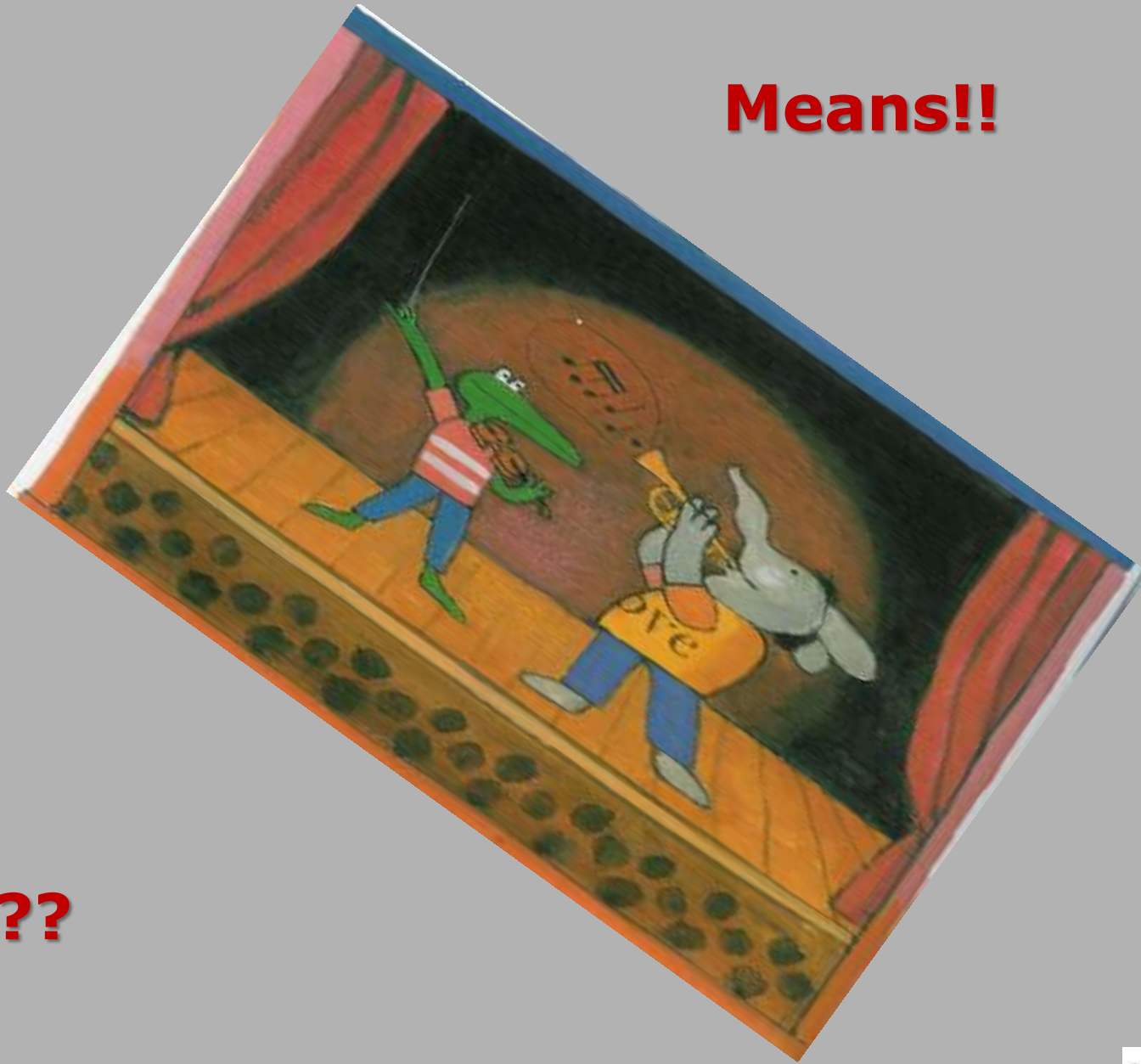


- Creativity = NOT :



Creativity is a Process

Means!!



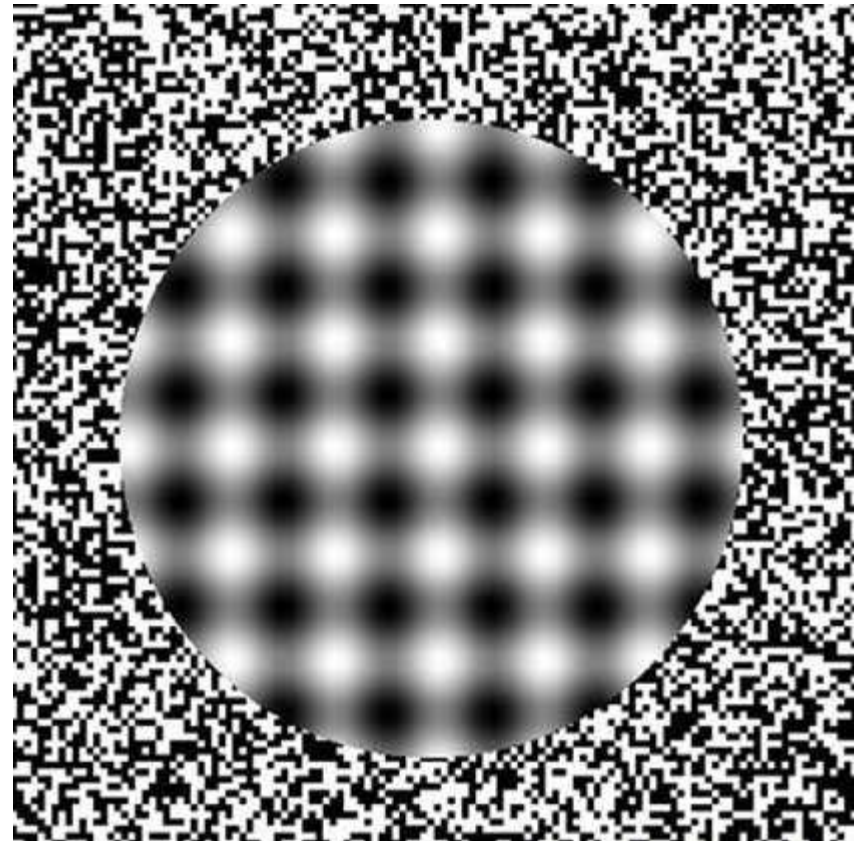
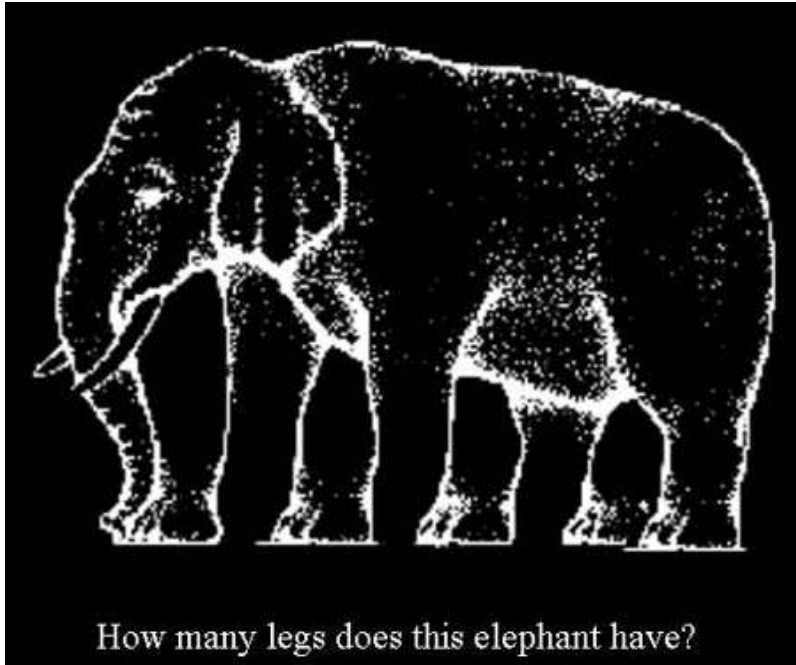
End??

Our Brain

- Incredibly complex (100-125 billion neurons)
- Quick
- Integrates mind and body
- Can always produce new connections
- Context-dependent
- Lazy, saves energy (uses patterns)



Perceptions: we think we know what our brain does



There is

Always

Another option, another perspective

Creativity and Behaviour

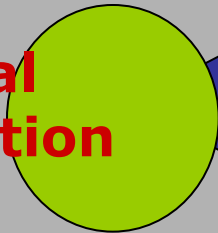
- Open mode
- Not target-driven
- Playful
- No pressure
- No stress
- Accepting
- Context-dependent
- Humour



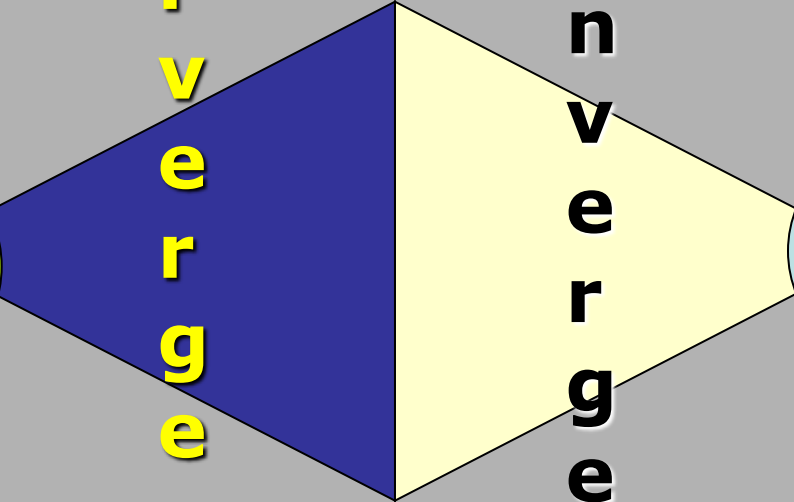
The Creative process



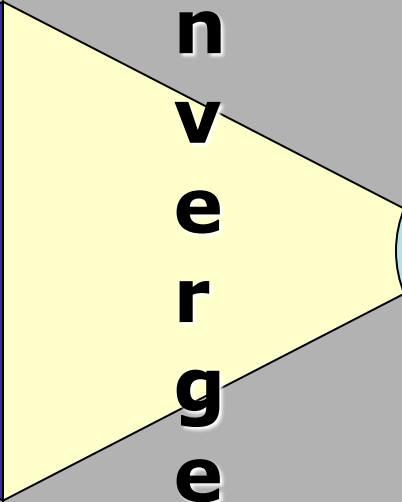
Initial question



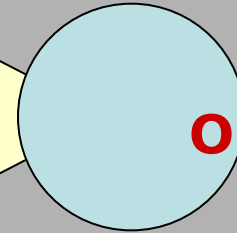
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Outcomes



Mike van der Vijver

mindmeeting

Design and support international
meetings