

Creativity in Business

Course Summary

As a leader wanting to have a profound impact in the world, you are going to need to tap into the infinite power of creativity. Yours and those around you.

And, unless you are a Mozart, Van Gogh, Kusama, Rumi, or Angelou, this elective will transform your creativity. (Had Mozart come to LBS, I would have proposed a finance elective or two).

Creativity is not an abstract concept. Nor is it for an exclusive minority of those who 'have a gift for it'. It is a way to think through problems and to do things differently. And it is too important to delegate to a division, department, or team of unaccountable dreamers.

Creativity in Business will unlock your creativity even if you think that there is not a creative bone in your body; or that your creativity was squeezed out of you at school and in business, never to return.

You may think your future job doesn't require any creativity. This course will make you think again. And differently.

Alternatively, perhaps, you may feel that Creativity has always been your strong suit, but you have too often seen your ideas killed by the bureaucrats in the 'No Zone'? This course will give you renewed confidence to get back in there and sell winning ideas.

Identifying the most common barriers to creativity, individual and collective, this elective invites you, and equips you, to foster and lead environments in which creativity can flourish.

Its underpinning is a framework that establishes a common language for problem-solving. We will practice its use throughout the week, in a process designed to foster creativity, addressing a raft of problems that confront us as business leaders. The problems are not confined to how we find 'our next game-changing idea for our business', though practices may equip you to improve your chances at successful innovation.

The problems we confront most days are often less glamorous: 'what can we do to inspire our supply chain managers to embrace the potential for AI in our business?'; 'how can we improve the moment in our customer's experience that matters most to them?'; 'how can we encourage our people to take cyber threats more seriously without making their jobs even more difficult?'; 'what can we do to solve the big

talent problem in our industry?'

The course will set a high bar for creative leadership: Can you set teams up to succeed with energising and well-framed Objectives? Can you inspire colleagues to identify issues that stand in the way, think imaginatively about how to dramatise them, and make bold choices to focus creative efforts to address them? What actionable insights can the team reveal to help find ways around the issues? Armed with a new solution in your heads, what audacious action will you empower the team to take inside the business and among external stakeholders?

There are no limits to our individual, team, and organisation's creativity. But do we have the confidence to pursue a creative path and are we willing to embrace some of the uncomfortable behaviours necessary to unlock a successful creative outcome? This course will help you discover your own answer.

Credit: 11

Learning Outcomes

On successful completion of this course, you will be able to:

- Identified common barriers to creativity in business and what to do about them
- Rediscovered your own creative ability and the culture necessary to foster it in others
- Practised a simple framework to solve business problems on your own and in teams
- Understood how you and your colleagues respond to working in a disciplined creative process
- Seen the value of embracing - at the appropriate time in a creative process - negativity and positivity
- Found new ways to unearth fresh, surprising insights to help solve business problems
- Discovered more confidence and courage to make bold choices in problem definition, insight generation, idea evaluation and execution.

Assessment Table

Assessment	Weightings	Group/ Individual
Individual Profiler	10%	Individual
Group Work 1	20%	Group
Group Work 2	20%	Group
Individual Paper	40%	Individual
Class Participation	10%	Individual

Requirements to Pass

In order to successfully complete a Core or Elective Course, students will be required to achieve the following minimum requirements:

- i. A minimum of 50% overall **and**
- ii. A minimum of 50% across the weighted average of individual assessment component/s excluding class participation **and**
- iii. Satisfy any attendance requirements