CREATE PROJECT

Deliverable 2.2

Working material and questionnaires
for the sessions 3-4-5-6

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Executive summary

This document is a deliverable drafted by the partners of CREATE Project (Creative processes for enterprises innovation).

It includes a detailed description of the working material and questionnaires used during the third and fourth sessions with the industrial partner Derbi and during the whole group of sessions in Merloni.

After the first and second sessions in Derbi, which were structured mainly as training sessions with low interactivity, we bore in mind the helpful feedback from users and redesigned all our training material in order to be more effective and quick to use. Feedback from partners in Sintef and Maribor was also critical to reach this aim.

Some slides were cut, some were redrawn in order to be more ‘appealing’ and easy to remember and apply; new slides were inserted with helpful examples, taken also from experiences with students in Udine. In general, a more visual and ‘practical’ look was given instead of putting a lot of ‘theory’ into presentations.

As regards the first introductive presentations, which aimed to arouse interest about creativity among the audience, the previous presentations Creativity at the Edge of Chaos and How CREATE project was born: a theoretical framework were generally considered too much theoretical and ‘academic’ and have been replaced by more enticing presentations (successfully tested also in some dissemination activities).

Relation to other project tasks

This deliverable presents contents and aims similar to the ones of deliverable D2.3, even if the latter concerns with the awareness sessions performed by Sintef and University of Maribor.

The results of the working sessions will be described in the deliverable D3.1 that will also include the results of the awareness sessions.

Moreover, the main contents of the present document, accordingly adapted, will be made also available through the Handbook to be published on the project website.
Annex Contents

Deliverable D2.2 Annexes (a complete list is given in the next chapter) provide all new material that has been used in the last sessions with industrial partners by Udine and Innova partners, both in English and Italian. In this chapter we divide this material in two sections (presentation and questionnaires) and give a description of contents for the English version. Italian version is merely a translation.

The material for the working sessions is articulated as follows:

- **Presentations**
  - *Beyond Efficiency towards Discontinuity*. It is a short overview about how complexity is related to creativity, on the basis of researches from University of Udine. The main concepts are two contrasting circles which characterize every organization, i.e. search for operational excellence and creative destruction; successful long-term strategies make these two opposite tendencies coexist, making companies ‘creative disorganizations’. This idea is related to the concept of Edge of Chaos from Theory of Complexity;
  - *Through the Lens of Creativity*. It is a short, visual, practical introduction to what creativity may be and yield. Freely adapted from A.Osborn's book\(^1\) and J. Bank’s presentations, with this presentation we aim to arouse and amuse the audience by explaining how some new products were born;
  - *Attributes-Value Chain*. It is the proposed technique for the external mapping phase. A full methodological description is provided;
  - *Provocation and Movement*. It is one of the proposed techniques for the idea generation phase; a new brief version is provided, with more helpful examples;
  - *Creativity Template*. It is one of the proposed techniques for the idea generation phase; a new brief version is provided, with more helpful examples and a kind of navigation bar to help the users during this complicated technique description;
  - *Six Thinking Hats*. It is the proposed technique for the evaluation phase; a short colorful application example has been added at the end.

- **Questionnaires**
  - *Preliminary questionnaire*. It is the questionnaire given at the beginning of the working sessions to point out the initial knowledge about creativity and techniques;
  - *Assessment questionnaire*. It is the questionnaire given at the end of the working sessions to evaluate the improvements done by participants about creativity and to evaluate the effectiveness of the proposed approach;

The material provided in Annexes is in Portable Document Format for security and integrity reasons. Original material that has been used during sessions is .ppt (for presentations) and .doc (for questionnaires). All this material will be used for development of the Handbook that will be on-line on our project’s website (www.createproject.net). This document will be uploaded anyway in the Public Documents section on the same site.

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Annex List

Deliverable D2.2 is completed by the following annexes:

Annex 1 – Presentations in English
Annex 2 – Presentations in Italian
Annex 3 – Questionnaires in English
Annex 4 - Questionnaires in Italian