Realistic Creativity Training for Innovation Practitioners: The Know-Recognize-React Model

As creativity becomes increasingly recognized as important raw material for innovation, the importance of identifying ways to increase practitioners' creativity through rigorously designed creativity training programs is highlighted. Therefore we set out to design a creativity training program specifically developed for innovation practitioners. Our aim, in addition to making a program based on a rigorous scientific foundation, was to develop a program which would be relevant for practitioners, theoretically sound, as well as realistic for real world context. This we accomplished, in part, through the transdisciplinary study described in this paper. Co-creation was employed as a method to ensure the three layers of focus would be taken into consideration. The result is a program called Creative Awareness Training which is based on the new Know-Recognize-React model.