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 sat out to design a creativity training program specifically developed for innovation practitioners. Our aim, in addition to making a program based on a rigor 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.

General information
State: Published
Organisations: Department of Management Engineering, Technology and Innovation Management
Contributors: Valgeirsdóttir, D., Onarheim, B.
Pages: 5-15
Publication date: 2017
Peer-reviewed: Yes

Publication information
Journal: Technology Innovation Management Review
Volume: 7
Issue number: 6
ISSN (Print): 1927-0321
Ratings:
BFI (2018): BFI-level 1
Web of Science (2018): Indexed yes
BFI (2017): BFI-level 1
Web of Science (2017): Indexed yes
Web of Science (2015): Indexed yes
ISI indexed (2013): ISI indexed no
Original language: English
Electronic versions:
ValgeirsdottirOnarheim_TIMReview_June2017.pdf
DOIs:
10.22215/timreview1080
URLs:
http://timreview.ca/article/1080
Research output: Research - peer-review › Journal article – Annual report year: 2017