

Séminaire [CID] : Créativité , Innovation , Décision

Partie C : CREATIVITÉ

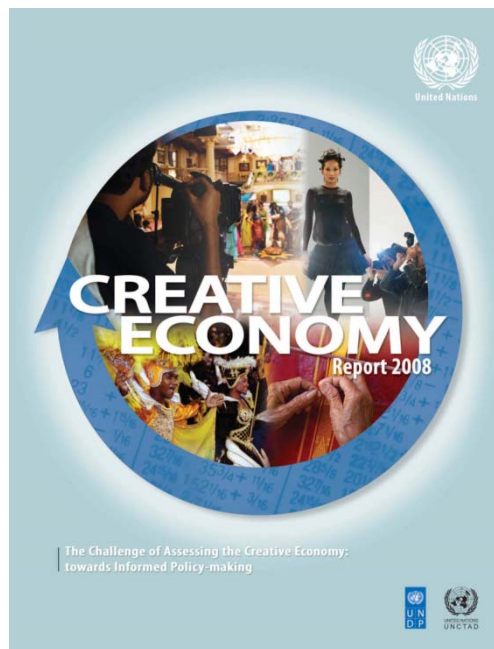
- Définitions
- Perspectives économique et politique
- Perspectives managériales



CRÉATIVITÉ : Définitions

- **Creativity** : Creativity is the ability to produce work that is both novel (i.e., original, unexpected) and appropriate (i.e., useful, adaptive concerning task constraints).

Sternberg et Lubart (2008, p. 3)



CRÉATIVITÉ : Bases de connaissance

	Analytique	Synthétique	Symbolique
Connaissances	<p><i>Know Why</i></p> <p>Développement de nouvelles connaissances sur les systèmes naturels en appliquant les lois scientifiques</p>	<p><i>Know How</i></p> <p>Application ou Combinaison des connaissances existantes</p>	<p><i>Know Who</i></p> <p>Création de sens Qualités esthétiques Emotion</p>
Composants Créatifs	<p>Connaissances scientifiques Modèles Dédution</p>	<p><i>Problem Solving</i> Induction Habitudes</p>	<p>Processus créatif</p>
Méthode	<p><i>Technology Push</i></p>	<p><i>Market Pull</i></p>	<p><i>Learning by doing</i> <i>Teamwork Project</i></p>
Nature des Connaissances	<p>Codifiées Abstraites Universelles</p>	<p>Partiellement codifiées Forte composante tacite fonction de la spécificité du contexte</p>	<p>Essentiellement tacites Très dépendante du contexte</p>

CRÉATIVITÉ : Incomplete Manifesto for Growth (Bruce Mau)

1. Allow events to change you : You have to be willing to grow. Growth is different from something that happens to you. You produce it. You live it. The prerequisites for growth: the openness to experience events and the willingness to be changed by them.

2. Forget about good : Good is a known quantity. Good is what we all agree on. Growth is not necessarily good. Growth is an exploration of unlit recesses that may or may not yield to our research. As long as you stick to good you'll never have real growth.

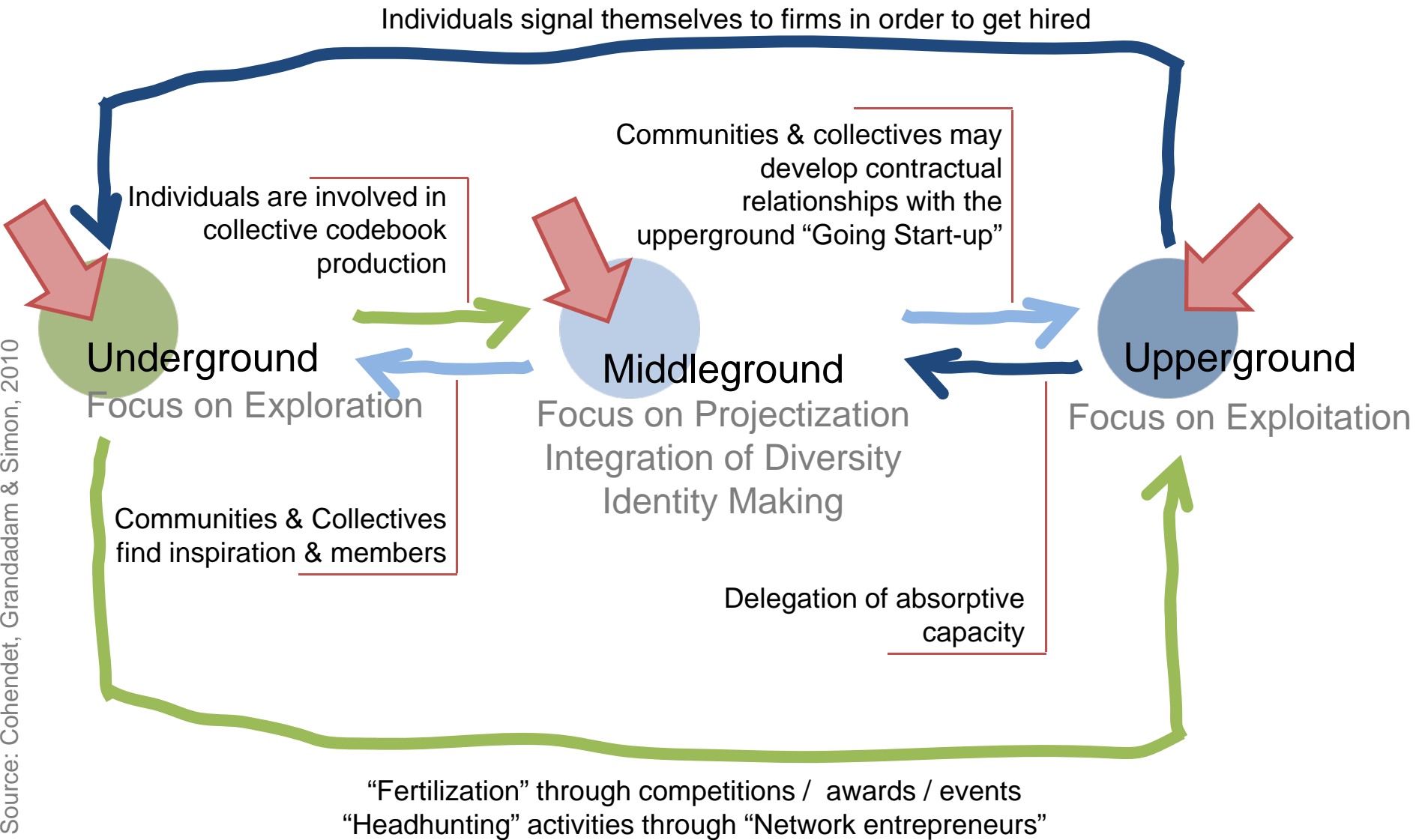
3. Process is more important than outcome : When the outcome drives the process we will only ever go to where we've already been. If process drives outcome we may not know where we're going, but we will know we want to be there.

4. Love your experiments (as you would an ugly child) ...

5. Go deep...

...

CRÉATIVITÉ : Anatomie de la ville créative



CRÉATIVITÉ : Une question de processus?

THE CREATIVE PROCESS



- INSPIRATION
- WORK
- BINGE EATING
- DISCOURAGED NAPPING
- RANDOM INTERNET SURFING