

Creativity & Sustainability



Facts & Main Elements

- curricular 1 day (8 hours workload) workshops
- 6 Master theses (30 ECTS, 840 hours workload)
- 299 Master students (Twente) (upto Sep. 2021)
- 20 Master students (Oldenburg)
- 3 academic partners (6 staff)
- 1 business partners (15 staff)



Main elements

- literature review, transcription, coding and qualitative analysis of creative processes in teams.
- quantitative analysis of personality, team climate and team creative performance.
- shared story telling using Lego Serious Play (LSP): video pitch
- measuring arousal levels during creativity

Theoretical constructs

Personality (Big-6 – Ashton & Lee, 2009); Team Psychological Safety (Edmondson, 2009); Participative decision-making (Muehlfield, et al. 2011); Voice (Zhou & George, 2001); Commitment (Carson et al., 2007); Collaboration Styles - Dual concern theory (De Dreu et al., 2001); Self-Efficacy (Chen, Gully & Eden, 2001); Emotional intelligence (Wong & Law, 2002); Team performance (Gibson et al., 2009).



Main outcomes

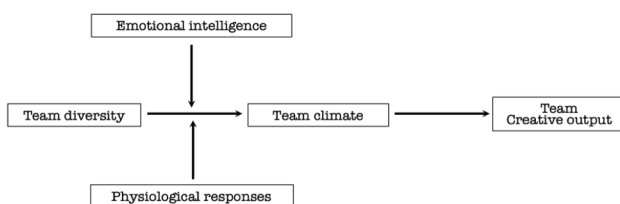
- 5 new business ideas for Cewe
- 6 Master theses (2022)
- insights in drivers & blockers of creative team performance (team composition, personality, team climate)
- increased understanding of the dynamics of task & relationships
- improvement of creative problem solving in sustainable settings



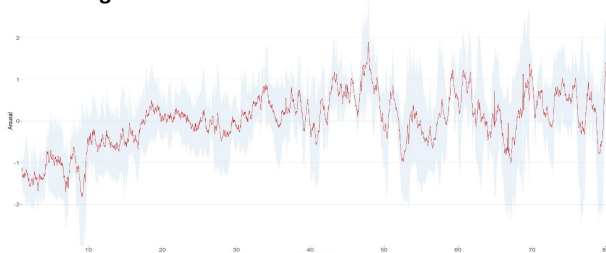
What's new? / Assessment

Applying social psychology, biology & innovation theory simultaneously to solve sustainability problems

Research model

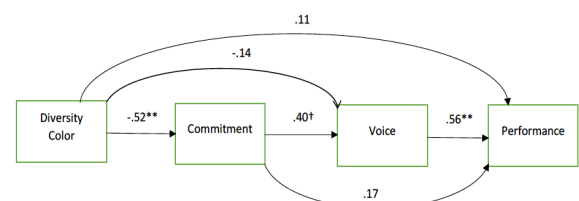


Measuring arousal levels



Lessons learned & Future Plans

- team diversity influences indirectly team performance because it correlates highly negatively with someone's commitment to a team.
- lower levels of commitment lead to less "voice" in a team
- voice is a strong predictor for team performance.



**p<0.01; *p<0.05; †p<0.1

- 6 Master thesis projects (Twente and Groningen)



Shared story telling with LSP



Video pitch 1' with solutions