

The word 'innovation' is on the corporate agenda of most organisations that are committed to growth, and creativity is one of the core skills and behaviours required if companies are going to succeed in developing an innovative culture.

So why is it then, that if you ask a room full of managers in more or less any company in any industry the question, "Are you creative?", very few people are likely to put their hand up with any degree of confidence?!



creative creatures

Developed in 2008, Creative Creatures is a methodology that helps individuals discover not if but how they are creative. The proposition is underpinned by 5 creative archetypes – Stimulator, Spotter, Sculptor, Selector and Supporter.

A Discovery Day helps each person identify their own unique creative profile - a blend of the five behaviours - and this information helps individuals and teams maximise their creative potential when carrying out tasks and projects that require fresh thinking.

Creative Creatures was formed by Hanne Kristiansen (ex Diageo, Kellogg's, United Biscuits) and Mark Simmonds (ex Unilever, Brand Learning). The proprietary psychometric survey, which helps individuals discover their creative profile, was developed in conjunction with Dr. Kamal Birdi from Sheffield University.

We have worked with a number of companies including HSBC, Kellogg's, Vodafone, SABMiller, GAP, Pernod Ricard, BAE Systems, Heineken and GlaxoSmithKline.





Bord Bia, the Irish Food Board, acts as the link between Irish food, drink and horticulture suppliers and both existing and potential customers throughout the world. Its objective is to develop markets for Irish suppliers and to bring the taste of Irish food to more tables world wide. With its headquarters in Dublin, Bord Bia has a network of overseas offices in Amsterdam, Dusseldorf, London, Madrid, Milan, Moscow, New York, Paris, Shanghai, Stockholm and Dubai.

In order to deliver its stated objectives, the company sought to strengthen the skills of its workforce in the areas of innovation and creativity. It had been recognised in a major study that innovation, both in the production and use of ideas, technology and processes was a key driver of growth in the Irish economy, and Bord Bia was proactive in setting a leading example in this area. As a result, they briefed Creative Creatures on their specific requirements and over a period of 18 months, the following programme of activities were developed and delivered.

1) How are you creative?

Every employee attended a 3 hour workshop (underpinned by a psychometric questionnaire) which helped them discover their own unique creative profile. By aggregating all the creative profiles, Bord Bia were able to establish their areas of creative strength and weakness as a company.

2) Talking the talk and walking the walk

Over the 18 month period, the Senior Management Team took part in a number of interventions to ensure that a) they were familiar with the Creative Creatures approach and b) they took responsibility for embedding the approach back in the business with their teams.

3) Growth spurt sessions

In order to develop the strengths of the company across each of the five core behaviours (Stimulator, Spotter, Sculptor, Supporter and Selector) a number of two to four hour growth spurt sessions were developed and delivered for the employees.

4) So What!!

Teams within Bord Bia used the Creative Creatures approach to address issues and challenges with clients and customers that were live in the business at the time. The methodology was also used to improve the effectiveness of internal meetings and workshops.

“The underlying message behind the Creative Creatures approach is not IF but HOW you are creative. This meant that everybody’s confidence levels around both creativity and innovation rose as a result. The approach they took over the 18 month period was always very practical, motivational and focused on live challenges and issues that the business was facing at the time” (Susan Doyle, HR Manager)