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Organisational Creativity: Building a Business Ba-Haus?

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ABSTRACT

Our focus is on the systemic nature of creativity and the role of business schools in stimulating and enhancing organisational creativity, across all sectors of the economy, particularly those which are not conventionally regarded as 'creative' industries. After defining creativity and reviewing a number of frequently occurring 'creativity clichés' that are potentially keeping organisational creativity in a rut, we go on to explore some of the key challenges with creativity that need particular focus, including: taking a systemic approach, as well as more attention on 'difficult' aspects such as the climate for creativity or creativity 'ba'. We propose a Systemic Innovation Maturity Framework as a way to conceptualise and organise a way forward in organisations and in business schools. We believe that in a similar way to the Bauhaus of the early 20th century, there needs to be a step change in the way creativity is researched, taught and applied that encompasses a more ecological approach. We believe a more comprehensive, inclusive and useful conception of creativity may result from the consideration of the four dimensions of the framework and their interactions. We wonder; is it time for a new Business Ba-Haus?

KEYWORDS

Creativity; Innovation; Higher Education

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