

Thinking Straight in a Non-linear World



Brainovation

Innovation & Expertise Advice to Grow your Business

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To our new readers, welcome to Brainovation®!
And to our returning readers, welcome back.



As always, I look forward to continue to share insights into global developments in the Innovation and Expertise fields - and how they can work in and improve your business. This month I comment on creative behaviours in organizations and point to a study of a construction engineering project in the Middle East. Does your organization need to improve its ideation performance? Share your thoughts on my blog, the Brainovation Twitter feed, Facebook page, or by email.

Our contact information is at the bottom, as well as reprint permissions. Also included is a brief taste of what you can expect in upcoming issues. And remember, "In knowledge organizations, learning is work, thinking is doing"

Anders Hemre

Under Construction – Building Creativity into Projects

Project organizations typically have to cope with resource constraints and time pressures. Intuitively, it appears that such organizations would have problems to find enough room for creative behaviour. Cognitive psychologists confirm that time pressure is negatively correlated with the probability of coming up with creative ideas.

At the same time, there are factors that promote creative contributions.

This article from the April issue of the Technology Innovation Management Review discusses a case study by researchers from the Queensland University of Technology of a construction engineering project: [Insights from stimulating creative behaviour in a project-based organization team](#)

In this case it appears that the standard work methodology of staged project management with design reviews and key milestones actually stimulated the generation of creative ideas. Not surprisingly, this was more pronounced in the early stage of the project.

More about the general nature of creativity can be found in the [componential theory](#) of leading Harvard researcher Teresa Amabile.

In the Previous Issue

In case you missed the April issue, here it is again: [Towards Tomorrow – The Future of Living Smart](#)

In Upcoming Issues

Planned features for future issues of our newsletter include conversations with leading management gurus, interviews with international technology management executives as well as more readers' spotlights.



If you have feedback or questions about Brainovation, please contact me by email or through my twitter feed [@geoffdahl](#)

[Geoff Dahl](#)
Brainovation editor

Guru Interviews



Since our inception, sharing management and technology insights from around the world has been a focus of Brainovation. Now we give you the chance to enjoy all our previous guru interviews in one document.

[What the Gurus Say: Brainovation® Interviews 2007-2016](#) (PDF)

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© Anders Hemre

ahemre@interknowledgetech.com

Phone: +46 763264773

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Anders Hemre | Styrfarten 2C | 417 64 Gothenburg | Sweden