

Do You Want to Increase Innovation in Your Organization?

When a team achieves creative synergy they have the potential to solve difficult problems with innovative solutions leading to positive impacts on our communities, societies, and even our world.

CREATIVE SYNERGY: the interactions among team members where the collective creative results are greater than the sum of their individual efforts.

What Impacts Creative Synergy in Teams?

TEAM PURPOSE:

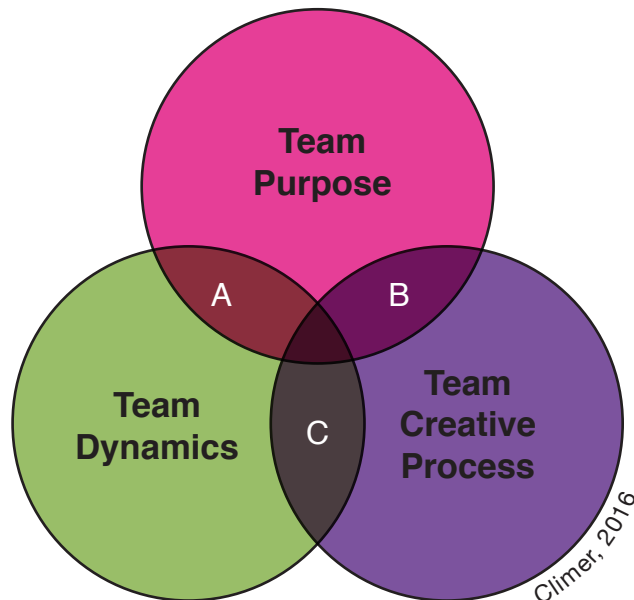
The team's collective focus, their shared goals, and their commitment to reaching the goals.

TEAM DYNAMICS:

The behavior and interactions within a team and the relationships between the team members.

TEAM CREATIVE PROCESS:

The team's use of the tools, techniques, & strategies of a creative process (e.g. Creative Problem Solving).



HOW CREATIVE IS YOUR TEAM?

THE CREATIVE SYNERGY SCALE by Amy Climer

Sample Items (answered on a scale of 1=strongly disagree to 6=strongly agree)

Team Purpose

Team members are motivated to produce excellent results for the team.
Team members follow through with their commitments.
All team members work toward our shared goals.

Team Dynamics

Team members respect each other's different working styles.
Team members are open with each other about their concerns.
When a mistake is made our team focuses on how to move forward.

Team Creative Process

Our team narrows the issue or problem into a clearly stated challenge.
Our team uses a variety of techniques to generate ideas.
The format of our team meetings brings out our best thinking.