Creativity

Unit 1.9: How to Measure Impact of Managing Creativity

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Innovation Management

Unit 1 Creativity

- 1.1 Creativity Management
- 1.2 We are all creative
- 1.3 Innovation types and levels
- 1.4 How to create a strategy on creative management in workplace
- 1.5 How to develop a process for Individual creativity
- 1.6 How to develop a process for organisational creativity
- 1.7 Tools for developing a process for organisational creativity
- 1.8 How to manage the creativity process: Critical Success Factors
- 1.9 **How to measure impact**

Unit 2 Collaboration

- 2.1 Collaboration Management
- 2.2 How & Why to collaborate
- 2.3 Collaboration types
- 2.4 How to create a strategy on collaboration management in workplace
- 2.5 How to plan collaboration management in workplace
- 2.6 How to collaborate successfully
- 2.7 How to find the right partners
- 2.8 How to develop a process for collaboration
- 2.9 How a process for Collaboration will make my organisation innovative
- 2.10 How to manage the collaboration process: Critical Success Factors
- 2.11 How to measure impact

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How to Measure Impact of Managing Creativity Process

This unit covers the final step of the managing creativity process, which is to measure the impact of your Creative Management Strategy.

Aim:

- To demonstrate the need to measure the impact of your implemented strategy.

Learning Outcomes:

- Define appropriate examples of impact for your work (Knowledge)
- Identify measures to guage success of process implementation (Competency)
- Create a plan to check your progress against your measures (Skill)

ROUTES TO IMPACT

IMPACT!

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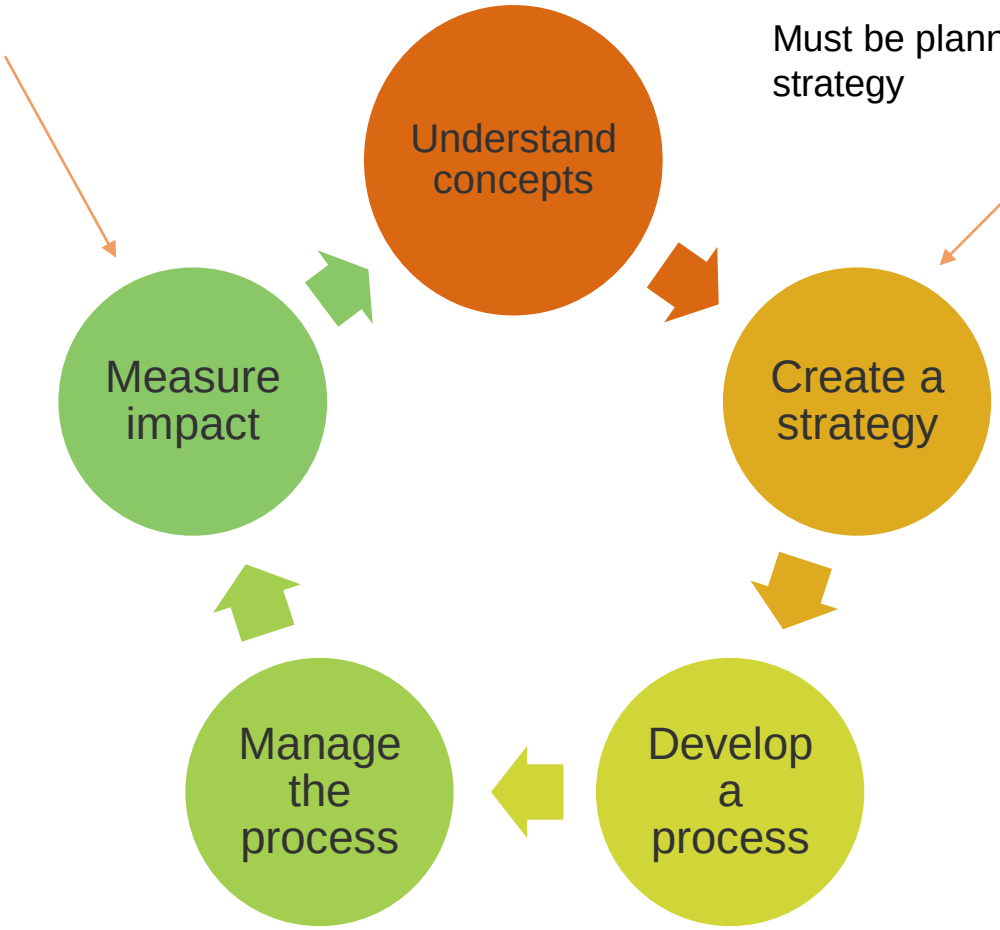
How to measure impact

Final step in overall process

Must be planned when setting strategy



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How to measure impact

You have implemented your strategy – now what!?

I'm so excited.

What has changed?

Did you make things better?

Did you make anything worse?

Who was impacted?

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What effect did your strategy have?

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How to measure impact

What is impact?

A marked effect or fundamental change

It's the difference your strategy makes to:

- Knowledge and skills
  - better understanding individual and organisational creativity
  - learning how to select and use creativity tools
  - learning how to choose a partner to collaborate with & manage process.
- Behaviours and attitudes
  - feeling more confident in your ability to be creative
  - feeling more confident your ability to apply good creativity practices
  - feeling more confident to apply the tools you have learned.
- Systems
  - implementing the use of a new process or way of doing something.
- Ways of thinking
  - seeing things in a new way
  - keeping a more open mind
  - looking to new sources for inspiration.

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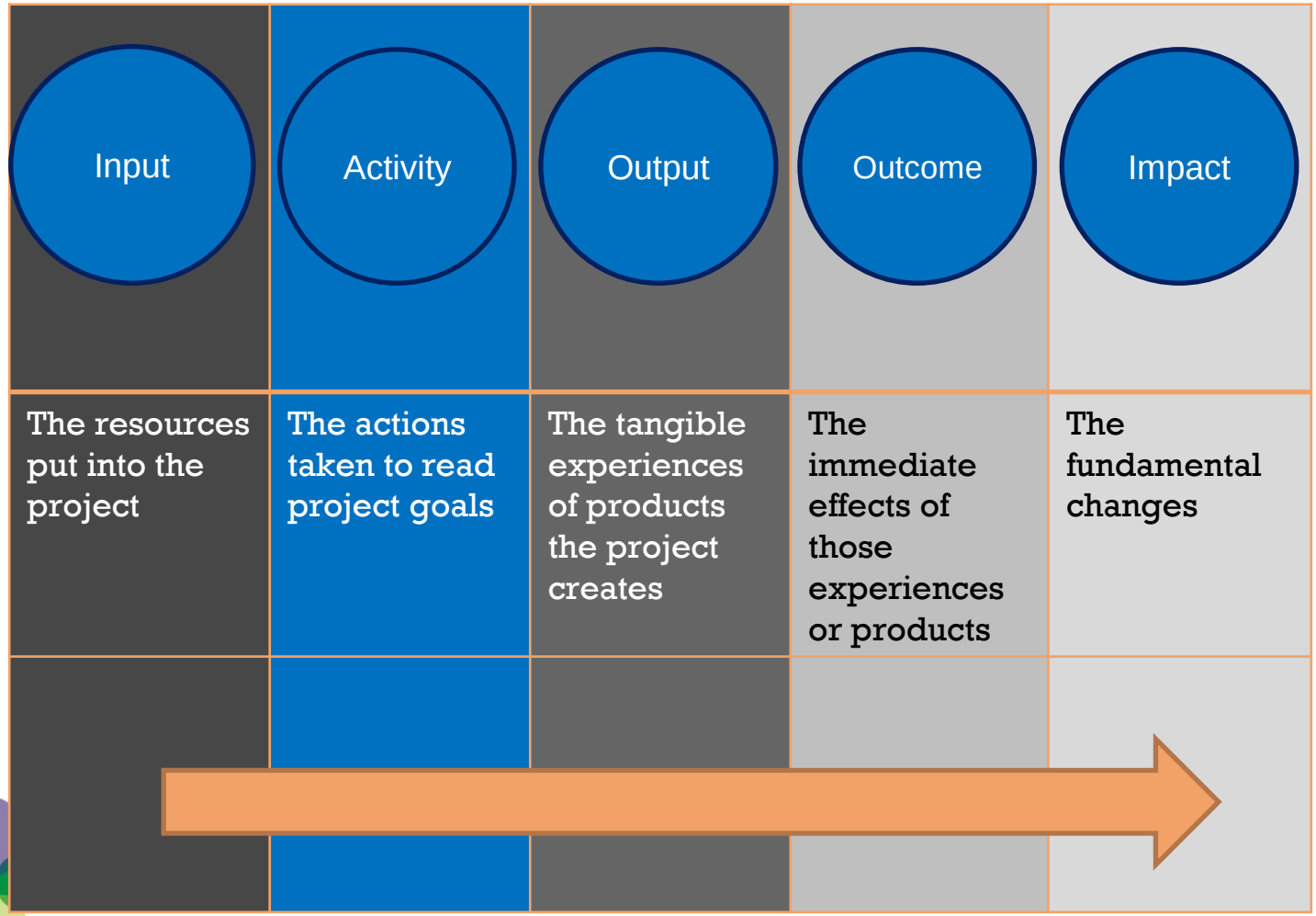
IMPACT CHAIN



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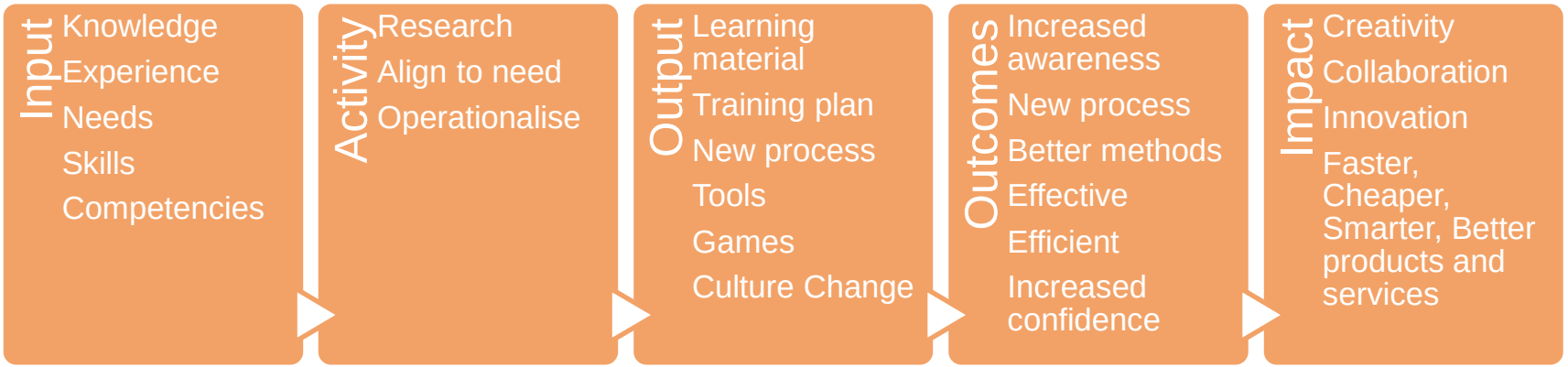
How to measure impact

Some examples from the impact chain



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How to measure impact

When you are defining your strategy you should include the following questions.

- What is the problem you are addressing?
- What are you doing about it?
- What will the impact be?
- Who will be impacted?
- How will you measure the impact?

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How to measure impact

No one way to measure

Think about the following:

- Decide why you need to measure and evaluate your work.
- Be sure to bring key partners and stakeholders into this conversation.
- What metrics will you use?
- Try to find a balance between quantitative and qualitative measurements.
- Measures must be
  - Quantifiable – based on fact
  - Understandable – to everyone in the business
  - Actionable – through day to day work
  - Repeatable – track progress over time
  - Timely – check them regularly

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How to measure impact

For example, the planned impact of this training course might be:

- "We want to create an Innovation Management System training course for SMEs"

- WHY?
  "to give people new skills"

- For WHAT?
  "So they will innovate more effectively / they will design new creative products or services/ they will target new markets"

- HOW will we Measure?
  "Knowledge and use of new tools"
  "Confidence in ability to generate ideas"
  "No of ideas suggested"

  Check every 6 months.

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How to measure impact

Activity

From what you have learned so far in this training, think about how you will define success for your manage creativity strategy and what measures you might use to track it.

7 mins

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How to measure impact

Possible answers to activity

What answers did you have – let’s discus.

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How to measure impact

Case Study

- We will insert one of the Case Studies here
  For example, a Company who had no systems in place and who became aware of the need, then implemented a new process, produced a result and learned and revised the process (for continuous improvement)

  Or

- A Company who wanted to get more customers and employed some specific creativity tools to generate ideas and collaborate with new stakeholders

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Learning Aids

Please read the handout from the guidebook “How to measure impact of your manage creativity process”

Unit Review

This unit covered the final step of the managing creativity process, which is to measure the impact of your Creative Management Strategy.

After completing this unit you should now understand the need to measure the impact of your implemented strategy. You should now be able to:

Define appropriate examples of impact for your work

Identify measures to gauge success of process implementation

Create a plan to check your progress against your measures

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