

THE PSYCHOLOGY OF INNOVATION

Tomas Chamorro-Premuzic, Ph.D.



Get in touch!

tomas@hoganassessments.com

Twitter = @drtcp

LinkedIn = chamorro-premuzic

www.drtomas.com

Does innovation matter?

Google™



match.com



LinkedIn

amazon.com



travelocity

skype™



GROUPON
Collective Buying Power

twitter

ebay



Microsoft
Windows 2000



**COMPACT
disc
DIGITAL AUDIO**



Innovation

Growth

Change

Engagement

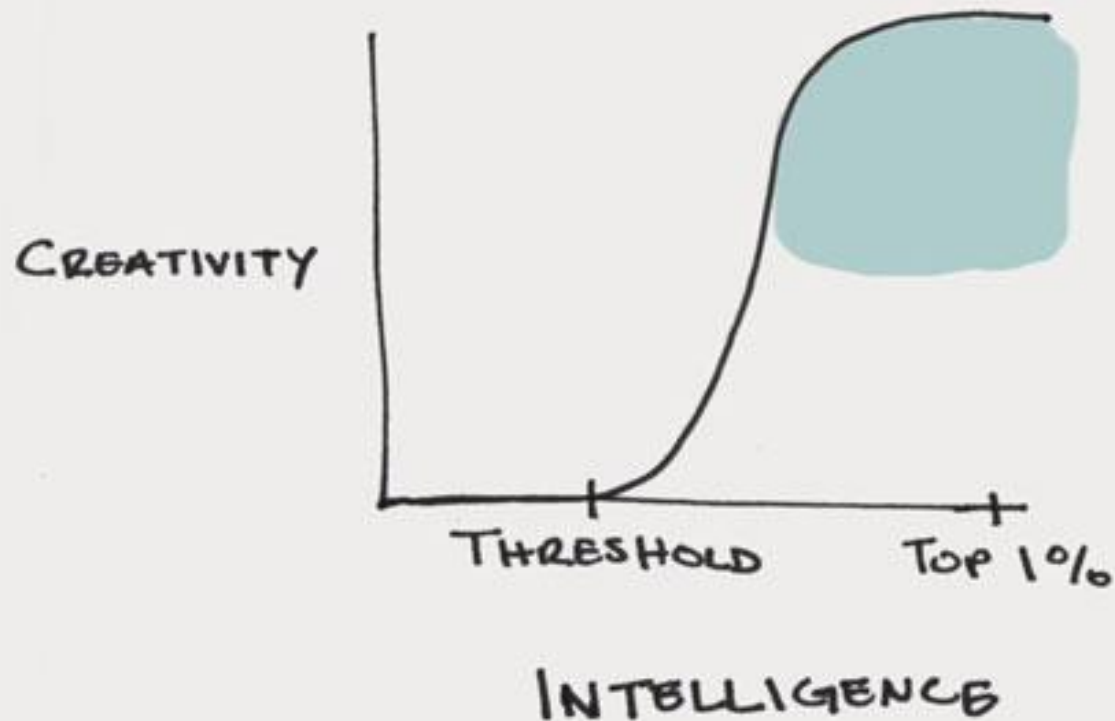
Subjective well-being

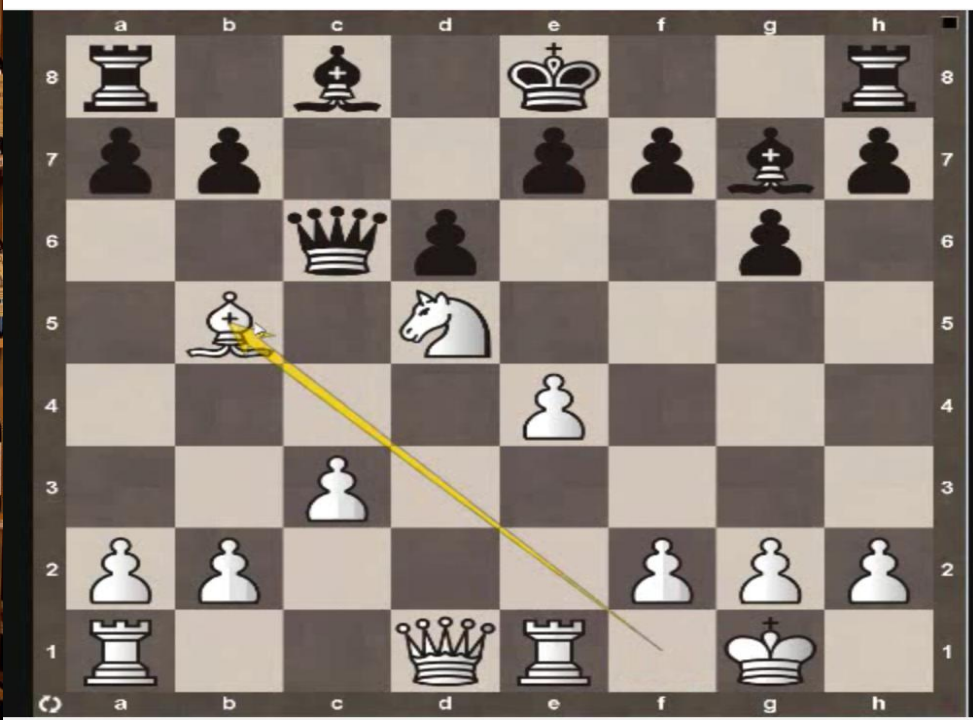


**Why are some people more
creative than others?**

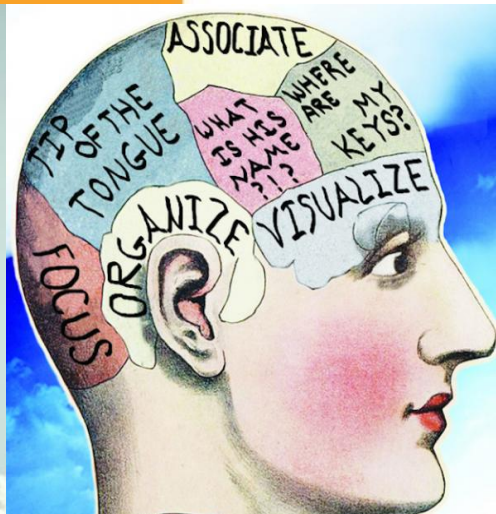
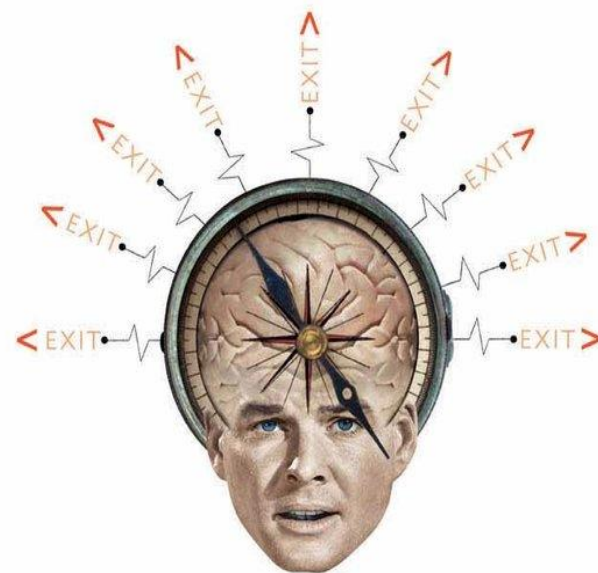
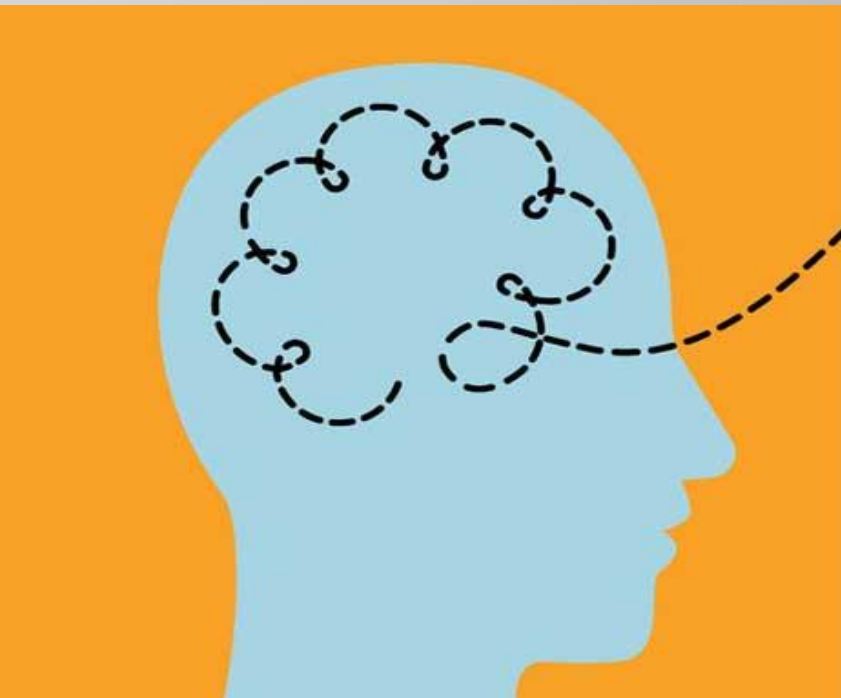
THRESHOLD THEORY

□ POTENTIAL FOR GENIUS





LOW LATENT INHIBITION & MIND WANDERING



OPENNESS TO NEW EXPERIENCES

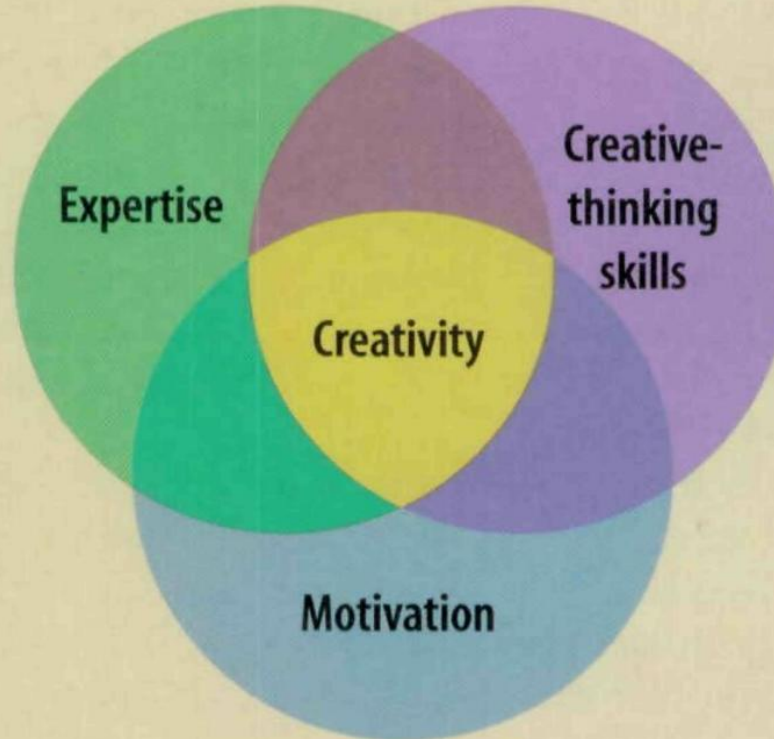


How can you boost creativity?

THE THREE COMPONENTS OF CREATIVITY

Within every individual, creativity is a function of three components: expertise, creative-thinking skills, and motivation. Can managers influence these components? The answer is an emphatic yes – for better or for worse – through workplace practices and conditions.

Expertise is, in a word, knowledge – technical, procedural, and intellectual.



Creative-thinking skills determine how flexibly and imaginatively people approach problems. Do their solutions upend the status quo? Do they persevere through dry spells?

Not all **motivation** is created equal. An inner passion to solve the problem at hand leads to solutions far more creative than do external rewards, such as money. This component – called *intrinsic motivation* – is the one that can be most immediately influenced by the work environment.

You Can Teach Someone to Be More Creative

by **Tomas Chamorro-Premuzic**

FEBRUARY 23, 2015



SAVE



SHARE



COMMENT

2



TEXT SIZE

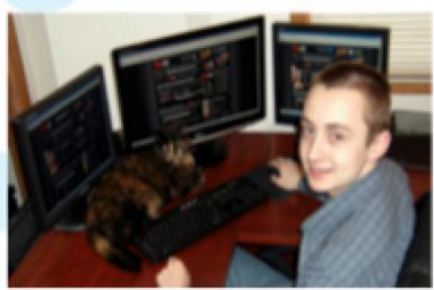


PRINT



- 1) Give lots of feedback**
- 2) Provide training in creative thinking skills**
- 3) Assign people to tasks they love**
- 4) Help people develop expertise**
- 5) Balance differences & similarities
- 6) Avoid having too many creatives
- 7) Embrace failure

Does creativity have a dark side?





<http://www.howdoyouderail.com/>

**How do you manage creative
people?**

Seven Rules for Managing Creative-But-Difficult People

by Tomas Chamorro-Premuzic

APRIL 02, 2013

- 1) Spoil them and let them fail
- 2) Team them up with diligent co-workers
- 3) Involve them in meaningful work
- 4) Don't pressure them
- 5) Don't overpay them
- 6) Flatter their egos
- 7) Let them manage ideas rather than people

**How do you go from creativity to
innovation?**

1) Creativity

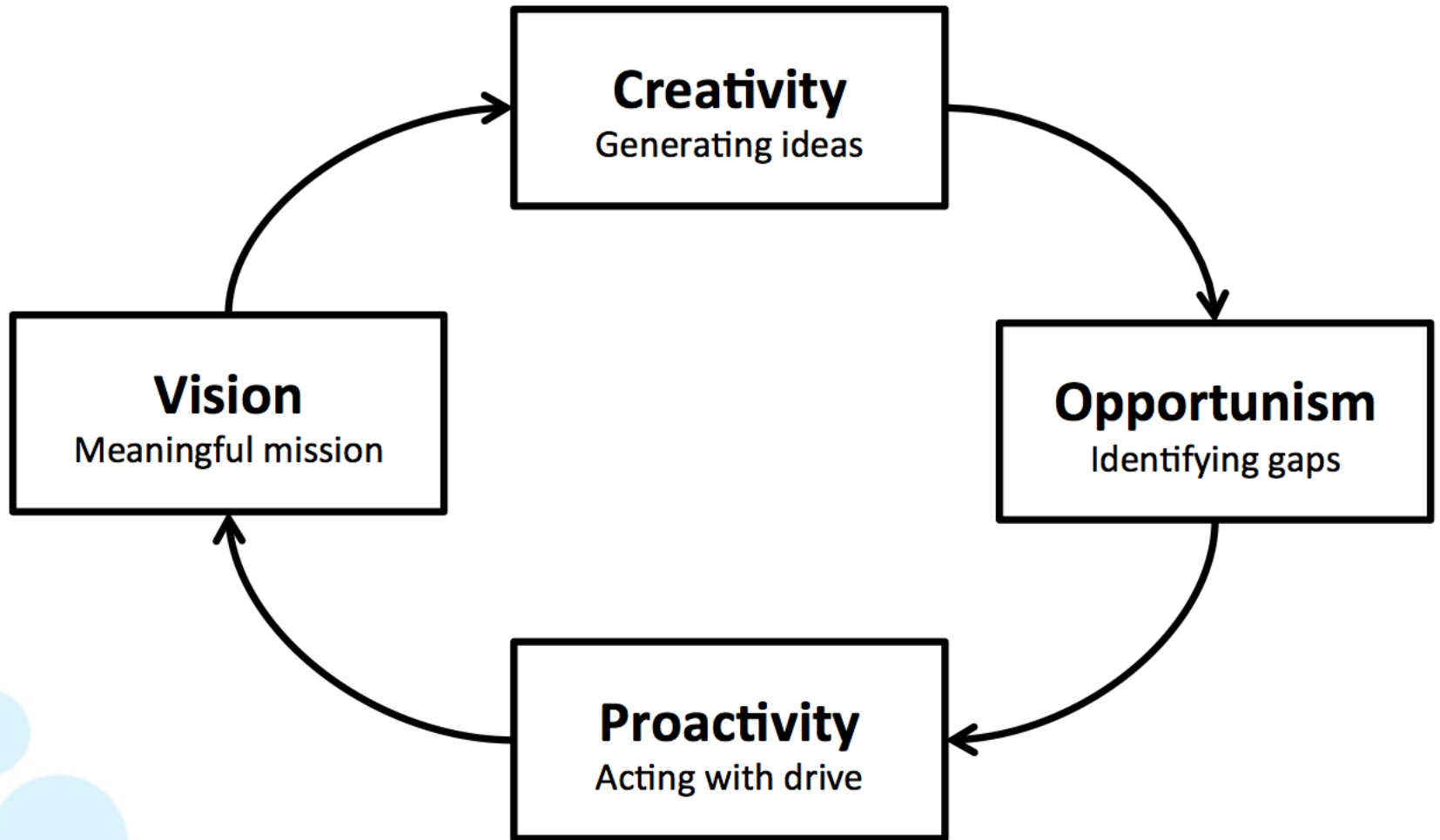
the ability to generate ideas that are novel and useful.

2) Innovation

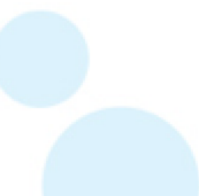
the practical application of creativity.

3) Entrepreneurship

the process by which 1 becomes 2.



How do you build a creative team?

- 1) Similar values
 - 2) Complementary styles
 - 3) Different entrepreneurial strengths...
 - the incubator (creativity)
 - the networker (opportunism)
 - the executor (proactivity)
 - the strategist (vision)
- 

Thank you!