

Creativity Navigator®

ORGANISATIONAL CREATIVITY

THE EXAMPLE OF HAPIMAG

Prof. Dr. Stephanie Kaudela-Baum and Hassan Kadbi

A research project funded by



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

**Innosuisse – Schweizerische Agentur
für Innovationsförderung**

From individual to collective creativity

Creativity Navigator ®



Individual Creativity



Team Creativity



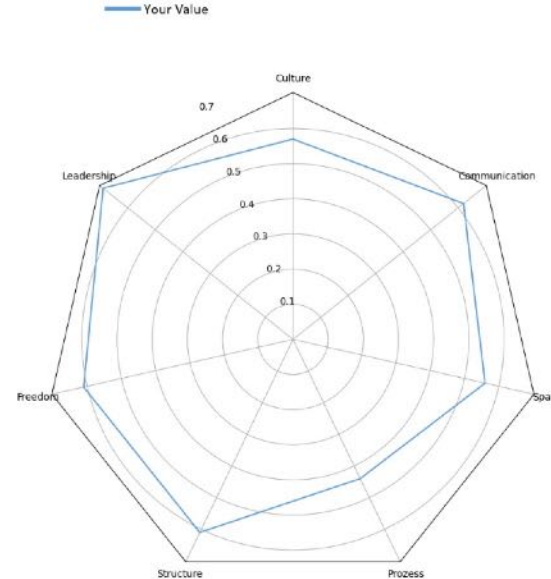
Organizational Creativity

Organizational Creativity Navigator

Parameters



Hapimag Results



Results

Strength

- Collegiality
- Motivation
- Open exchange among employees

Challenges

- Insufficient resources
- Time limitation
- Distractions in the office