

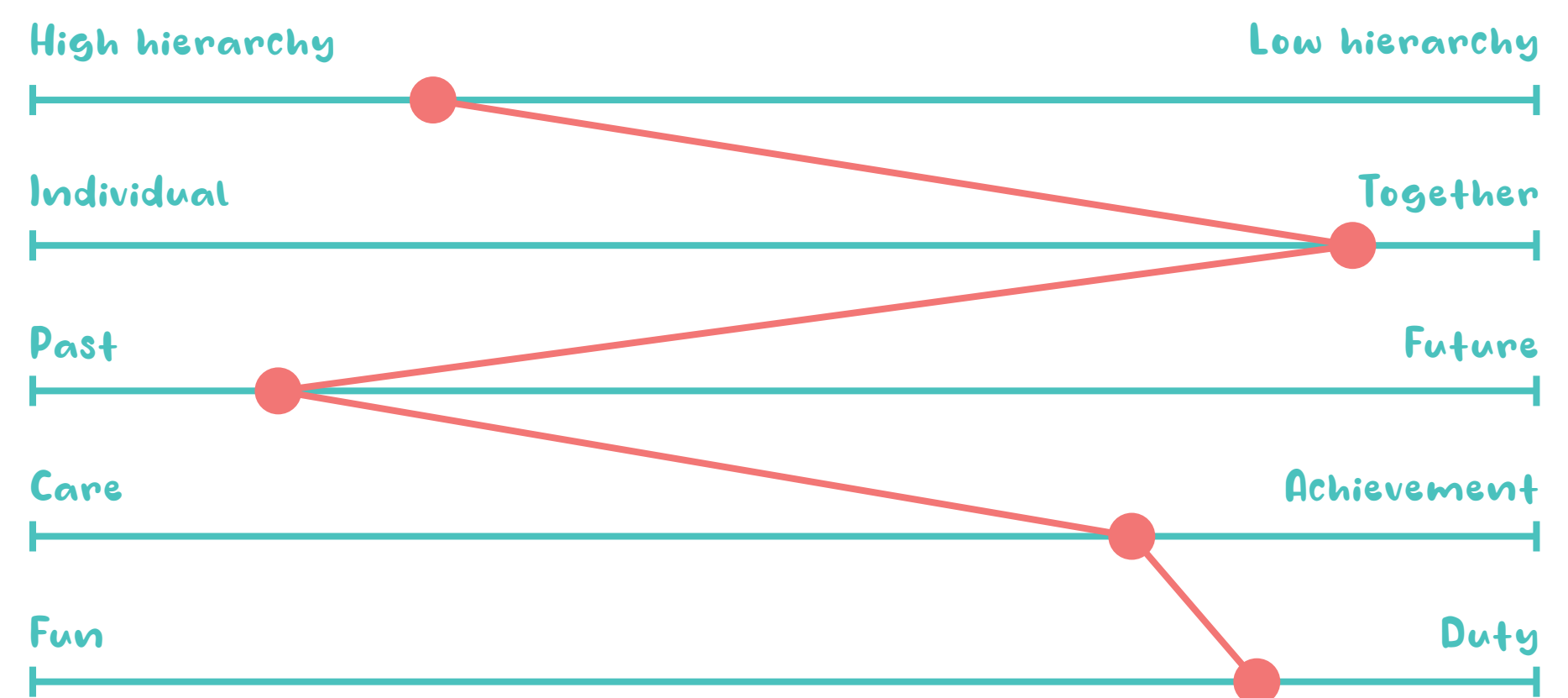
Unleash Creative Confidence by Illuminating Organisation's Creative Cultural Values

Creativity is increasingly vital in today's workplaces. Though everyone is considered creative, not all individuals are comfortable sharing their creative thoughts. In organisations, the organisational culture greatly influences its creative climate. Without a culture that encourages creativity, employees may doubt their creative abilities and creative behaviours. To unleash creative confidence, cultural sensitivity is the key. This project examined the creative cultures of Rabobank and PostNL, aiming to help the innovation coaches/managers empower the creative confidence of the team members they coach ("coachees"). There are two deliverables for this project: the cultural insights booklet, and the CreatOrg workshop.

Creative cultural values in Rabobank & PostNL

Both companies share a common 'high hierarchy' culture, where coaches sometimes are perceived to hold more power. Teams highly prioritise collaboration and spend a significant amount of their office time working together. However, some individuals express a desire for more opportunities for personal reflection. In their pursuit of innovation projects, there's a tendency to lean towards traditional business practices and approaches, driven by a strong appreciation for the company's identity and history ('past'). The value of 'achievement' is also pronounced, leading individuals to infuse a serious, competitive, and achievement-oriented mindset into their creative tasks. Additionally, a strong sense of 'duty' prevails, with a preference for well-defined rules and a tendency to shy away from uncertainty.

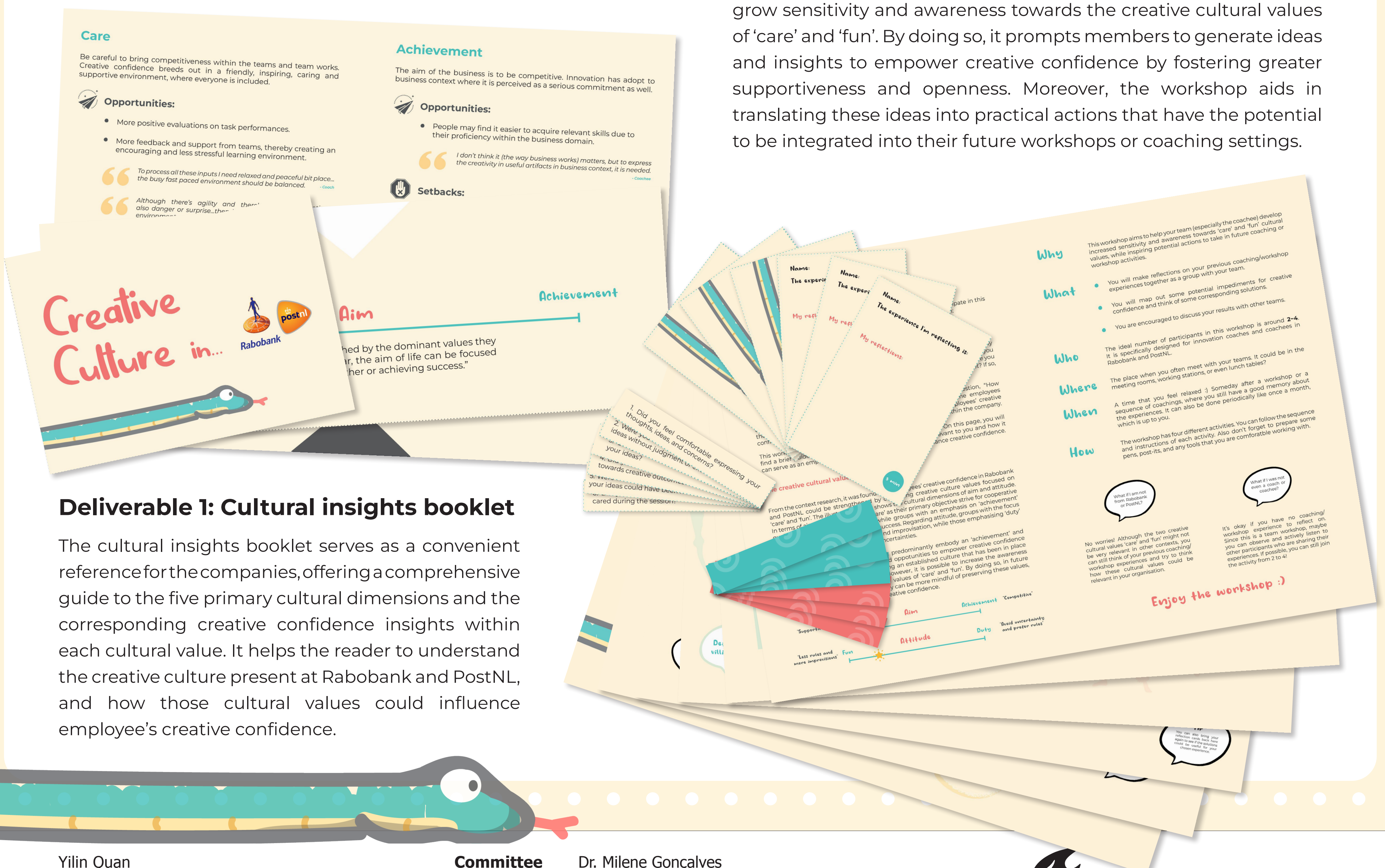
Among the cultural values analysed, 'care' and 'fun' emerged as having the most potential and positive impact on fostering creative confidence. These values can bring more supportiveness and openness to idea sharing, which are currently lacking within Rabobank and PostNL. As a result, the proposed design direction focused on enhancing coachees' sensitivity and awareness towards these two values.



The locations of the creative cultural values for Rabobank and PostNL

Deliverable 2: CreatOrg workshop

The CreatOrg workshop offers a journey designed for innovation coaches and coachees without the need for facilitators. This workshop prompts participants to reflect on their previous coaching and workshop experiences, in which the main focus is to steer teams to grow sensitivity and awareness towards the creative cultural values of 'care' and 'fun'. By doing so, it prompts members to generate ideas and insights to empower creative confidence by fostering greater supportiveness and openness. Moreover, the workshop aids in translating these ideas into practical actions that have the potential to be integrated into their future workshops or coaching settings.



Deliverable 1: Cultural insights booklet

The cultural insights booklet serves as a convenient reference for the companies, offering a comprehensive guide to the five primary cultural dimensions and the corresponding creative confidence insights within each cultural value. It helps the reader to understand the creative culture present at Rabobank and PostNL, and how those cultural values could influence employee's creative confidence.

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