

**To members of the  
Ecademy Project Management Community**

**You are cordially invited to join Associates and MSc students of  
the Business Psychology Centre at a **Bpsy Seminar****

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***INNOVATION & CREATIVITY***

**Individual Differences - Facilitating Creativity in Project Management**

***Tony Reid, Euroleaders Limited***

**Monday, 19<sup>th</sup> February, 2007**

**18:00 - 20:00**

**BOARD ROOM, University of Westminster  
309 Regent Street, London W1B 2UW**

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In this session, discover your personal attributes in creativity and managing dysfunctional characteristics in the pursuit of project excellence.

Tony Reid is a longstanding practitioner in project management and management development. He has led major projects in the UK and the Middle East, focusing on the establishment of sound project strategy, team working and business continuity.

As is the tradition with the Bpsy seminars, we have invited a group to join us. In this instance, we will be welcoming members of the PEOPLE Special Interest Group of the Association for Project Management (APM).

The format is cafe/workshop style with food and drinks provided.

**Please contact Ayleen Wisudha to book a place.**

**Places are limited and are guaranteed only through a confirmation email from Ayleen. E: [wisudha@wmin.ac.uk](mailto:wisudha@wmin.ac.uk)**

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# CREATIVITY AND INNOVATION

**TITLE:** Individual Differences  
– Facilitating Creativity in Project Management

**PURPOSE:** To discover your personal attributes in creativity and managing dysfunctional characteristics in the pursuit of project excellence

**SCHEDULE:** 18.00 – 20.00

**18:00**

**18:15** Welcome and Introduction  
Magic  
Identifying a Personal Challenge  
Your Assessment of your Creative Capability  
Assessment of your Creative Style and Capability  
Testing your Perception and Creative Capability  
Creativity in Project Performance  
Creativity requirements for Project Excellence  
Revisiting your Personal Challenge  
Summary and Action Plans

**20:00** Close

# Individual Differences - Facilitating Creativity in Project Management

## PURPOSE

To discover the scope of your creative talents and abilities

## OBJECTIVES

- To better understand creativity
- To practice using creative talents in the context of project management
- To develop action plans to become more creative

## EXPLANATION (in relation to Jung)

The structured model we will be using to determine your creative profile is based upon the work of Carl Jung who believed that we are each unique in our strengths, limitations and talents.

In his research and exploration of the analysis of behaviour Jung found patterns in the way human beings collected data and made decisions.

His four mental functions for taking in information and decision making are:

- Sensing – to establish what’s present: perception
- Thinking – to enable us to recognise meaning: decision making
- Feeling – to tell us its value: decision making
- Intuition – to point to possibilities: perception

Each of these functions is creative and has imagination.

In addition he concluded that there are two orientations to the world - Introverted and Extraverted. He realised that the functions are Introverted or Extraverted, not people.

Since the four functions can operate in the Introverted or Extraverted world – the combination of function and orientation results in eight preferences.

	Functions	Extraverted Talents	Introverted talents
Data	Sensing	Adventurer	Navigator
Collection	Intuition	Explorer	Visionary
Decision	Thinking	Pilot	Inventor
Making	Feeling	Harmonizer	Poet

*Levesque (2001)*

The profile identifies the dominant and auxiliary creative talents. These talents are not necessarily evenly balanced. The dominant usually in charge: the auxiliary bringing a sense of balance. Whilst similarly the extraverted talent will need an introverted one to ensure that there is full benefit from creative contributions.