# Should building creative competencies be central to researcher development?

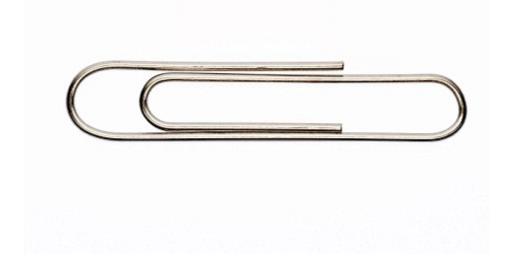
Dr Mary Beth Benbenek





### **Alternative Uses Test**

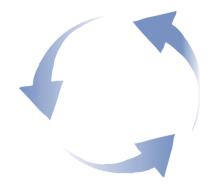
Write down as many uses you can think of for a paper clip.



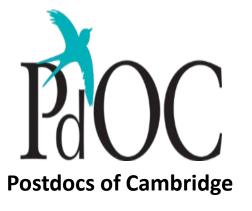
You have two minutes.



# Careers Service Postdocs







Academic

1,751

Lecturers to Professors

**Academic-Related** 

2,064

Lawyers, accountants, system developers, fundraisers, environmentalists, librarians

Total

11,589

Research

4,039

Research Assistants to

Directors of Research

**Assistant** 

3,735

Cleaners, technicians, secretaries, gardeners, cooks, security guards



### The People Strategy

"Our principal goal is to remain one of the world's leading universities in an increasingly competitive global higher education sector. The only way we can do this is by attracting the best people and providing them with an environment in which they will thrive."

Professor Eilis Ferran FBA,

Pro-Vice-Chancellor for Institutional and International Relations





### Postdoc-ing



# "Most people fail not for lack of talent but for lack of imagination."

Bill Burnett & Dave Evans,
Designing Your Life
Stanford d.school

#### **INQUISITIVENESS**

# OPENNESS TO NEW IDEAS

DISTRESS TOLERANCE



CREATIVE PROBLEM SOLVING

**FIXATION** 

EMPATHY

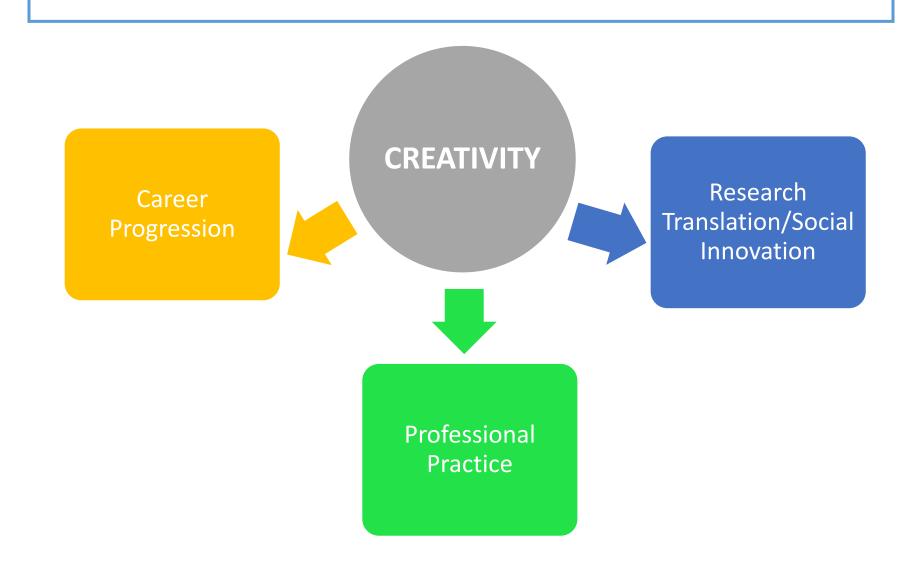
**ENVIRONMENT** 

FACING NEW EXPERIENCES

MEETING PEOPLE

RADICAL COLLABORATION

## **Applied Creativity**



### **Potential Outcomes**

- Help postdocs further unleash their creative potential.
- To use creativity as a catalyst.
- Enable postdocs to imagine multiple possibilities and future avenues.

"Newfound creative confidence changes how people think about themselves and their ability to have impact on the world."

> - Bill Burnett & Dave Evans, Designing Your Life