

IN SHORT

Under the guidance of artist, author and speaker Jörg Reckhenrich and Prof. Dr. Stephanie Kaudela-Baum, the participants of the postgraduate course Creative Leadership and Transformation in the Digital Age train entrepreneurial thinking in uncertain and unpredictable contexts. The aim of the workshop is to experience the creativity of artistic thinking and to use it in a business context.

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Entrepreneurial thinking needs a creative mindset, i.e. experience, confidence and the trust to be able to navigate open situations.

STEPHANIE KAUDELA-BAUM, PROFESSOR LEADERSHIP AND INNOVATION, HSLU

STORY



A complete artwork created by small groups of 8 participants – was it a collective creation or a frustrating failure? Two participants from one of Jörg's seminars share their experiences:

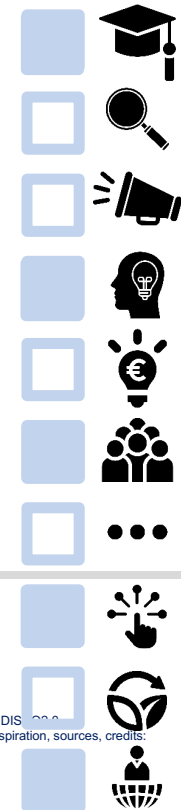
“When we look at the finalized wall-mounted installation, we can see a wild mixture of exhaustion, pride and amazing self-critical serenity. This was preceded by an exciting, sometimes exhausting creative process: Three small groups work uncoordinatedly in silence until Jörg starts his first intervention. He wants us to refrain and to recognize patterns, to evaluate and arrange our next steps – without a goal.

This is followed by coordinated work on two or three themes. We work on contours and improve our creation until the second intervention takes place. A group discussion becomes a group exploration. This gives us alternative ideas that are introduced until the outlines of a composition appear.

Afterwards, design ideas and controversies are negotiated for the first time. Parts of the composition are removed and altered to develop a complete work that follows a design goal which is still unclear. First retreat movements take place. Individual groups observe and discuss, others work on their composition. At the next intervention, the energy has reached its low point. Give up or continue? The goal is recognizable, but not yet achieved. Individual exploration opens up new perspectives and at the same time builds bridges to existing patterns. The phase of moderation starts – and based on individual opinions, intervention goals are formulated: Where to invest, where to take away and where to combine?

The last phase begins. We do not only have a design goal, but also an individual, collective design claim. Now everyone has come so far, all are keen to succeed. Our eyes are sharpened for our own (dis)fortune and we explore collective creativity. In the end there is no homogeneous work of art, but an experience that affects everyone with its energy.”¹

IN FOCUS



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Inspiration, sources, credits:

DISCO: HSLU.
Participants Jan Pauen and Jan-Malte Vogelsmeier. Source:

<https://www.savinstitute.eu/news/art-thinking-business-meets-artistic-creativity/>

More about the HSLU Workshop-Format:
<https://hub.hslu.ch/leadership/2020/04/03/creative-leadership-die-macht-der-idee/>

<https://www.hslu.ch/de-ch/wirtschaft/weiterbildung/cas/fibr/cas-creative-leadership-and-transformation-in-the-digital-age/inhalte/>

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