UNLEASHING CREATIVITY

The keynote speaker for the breakfast is Dr. Susan Jensen. Susan is a Professor of Management at UNK.

For her presentation, she will discuss the power of creativity. Rather than a mystical gift bestowed to a select few, creativity is a skill that can be developed and an organizational process that can be managed. Creativity is essential for an individual or organization's ability to thrive in an increasingly complex and rapidly changing environment. This session begins by exploring ways to cultivate creativity and avoid the common barriers that get in our way. Participants will learn practical techniques for improving the flexibility and originality of their own creative problem solving process. Next, the session will focus on how group dynamics, environmental conditions, and organization practices can serve to foster or limit creativity and innovation.