



Destroying creativity



2021



JOHN BESSANT
Managing Innovation



Destroying creativity

An innovation culture is perhaps the most important thing an organization needs to develop. Creating an environment in which coming up with ideas, sharing them and working with them to create value is simply 'the way we do things around here'. There's plenty of advice on how to build such a culture – [see for example this piece](#).

But what about destroying it? What if we wanted to guarantee that no-one would offer ideas, no-one would share them, no one felt motivated to contribute? What would such an organization look like and how would it operate?

Use your experience and imagination to try and create a picture of such a place as a way of helping reflect on the key dimensions in an innovation culture.