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## **DRAFT PROPOSAL FOR PLENARY SPEECH ON 11 OCTOBER 2006**

### **How Innovative is your Organisation?**

How innovative is your organisation? Does it encourage creativity? Can the conditions that facilitate organisational creativity and innovation be identified? Is it possible to identify obstacles to creativity and innovation within organisations?

Creativity is essential in all organisations, regardless of the sector within which they operate. But although most organisations pay lip service to creativity and innovation, it is often the case that not enough concrete action is taken to make organisations truly creative and innovative.

This presentation will discuss the factors that distinguish a creative and innovative organisation from another where the status quo is taken to be acceptable. It is however an accepted fact that organisations that do not take action now to address factors that enable innovation will not continue to exist in the future.

Is individual creativity sufficient for organisational creativity? How can organisations create a holistic long-term strategy to facilitate creativity and innovation and to ensure competitiveness, value and success? These questions and others will be addressed and participants will be encouraged to reflect upon the existing level of creativity and innovation in their own organisation and to seriously consider how this can be improved and sustained.