

Results from research phase of the project



Education and Culture DG

Lifelong Learning Programme

“Curiosity about life in all of its aspects,
I think, is still the secret of great
creative people”

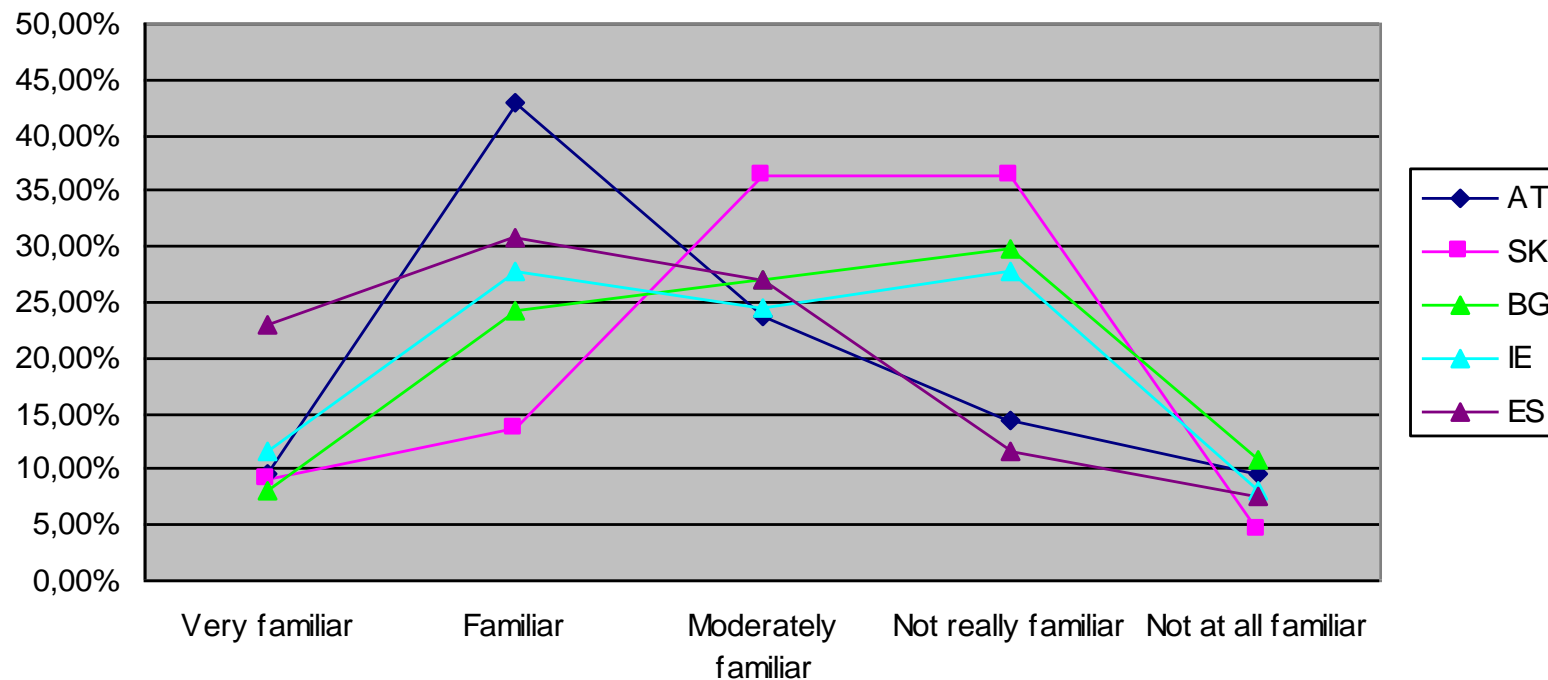
- Leo Burnett

Familiarity with creativity and innovation management

To what extent <u>are you familiar</u> with creativity and innovation management?	Response Percent				
	AT	SK	BG	IE	ES
Very familiar	9,5%	9,1%	8,1%	11,5%	23,1%
Familiar	42,9%	13,6%	24,3%	27,9%	30,8%
Moderately familiar	23,8%	36,4%	27,0%	24,6%	26,9%
Not really familiar	14,3%	36,4%	29,7%	27,9%	11,5%
Not at all familiar	9,5%	4,5%	10,8%	8,2%	7,7%
	100%	100%	100%	100%	100%

Familiarity with creativity and innovation management

To what extent are you familiar with creativity and innovation management?



Training and support opportunities

Do you think small and medium-sized enterprises at present <u>have sufficient training and support opportunities</u> in terms of creativity and innovation management?	Response Percent				
	AT	SK	BG	IE	ES
YES	20,00%	41,00%	2,80%	8,00%	15,40%
NO	80,00%	59,00%	97,20%	92,00%	84,60%
	100,00%	100,00%	100,00%	100,00%	100,00%

Training and support opportunities

Has your company <u>ever received training</u> in terms of creativity and innovation management?	Response Percent				
	AT	SK	BG	IE	ES
YES	52,40%	18,20%	21,60%	29,00%	53,80%
NO	47,60%	81,80%	78,40%	71,00%	46,20%
	100,00 %	100,00 %	100,00 %	100,00 %	100,00 %

Training and support opportunities

Please rate the following <u>barriers to creativity and innovation management</u> training courses for your company:	Number of all responses (AT, SK, BG, IE, ES)			
	No barrier	Minor barrier	Significant barrier	Very significant barrier
Time	16	32	31	23
Cost of Courses	7	24	41	31
Lack of Relevance in terms of creativity and innovation management	16	36	36	12
Local availability	17	32	34	18
Low acknowledgement	19	25	36	19

How to eliminate barriers

What can be done <u>to remedy the principal barriers</u> to creativity and innovation management training as identified above for your company?	All (AT, SK, BG, IE, ES)	
	Number of responses	Response Percent
Provide information about enterprise creativity and innovation management	69	17,0%
Help owner / managers recognize their skills gaps in terms of creativity and innovation management	60	14,8%
Provide concise modular training courses	52	12,8%
Provide short introduction of important methods in "How to implement creativity and innovation management" & relevant material	50	12,3%
Provide online version of self-study materials	49	12,1%
Provide access to coaching / mentoring	45	11,1%
Facilitate peer group networking events / online forums (learning through networking)	41	10,1%
Provide self-study materials including case studies, quizzes, etc	39	9,6%
Other (please specify): 1 (ES) learning by doing	1	0,2%
	406	100,0%

Preferred type of learning provider when undertaking training

What is your preferred type of a LEARNING PROVIDER when undertaking training?	Number of all responses (AT, SK, BG, IE, ES)				
	1 Least favoured	2	3	4 Favourite	Unknown
Universities	28	21	41	25	16
Institutes of Technology	18	18	53	26	15
Professional Institutions	8	21	45	36	19
Private Trainers / Training Companies	10	20	34	57	9
Consultants / Mentors	8	22	33	59	11
Chambers of Commerce	26	35	27	18	19

Preferred learning environment

What is your preferred LEARNING ENVIRONMENT when undertaking training?	Number of all responses (AT, SK, BG, IE, ES)				
	1 Least favore d	2	3	4 Favorit e	Unkno wn
On-site / at your place of work	13	19	32	66	3
Networking events / 1-to-1 discussions with your peers (off-site)	7	22	53	46	6
Online (including discussion forums)	28	31	38	28	6
Methods to support self-learning of prescribed material (off-site)	25	28	44	27	4
Via management literature / books	25	39	39	20	5
Lecture-type setting (off-site)	13	22	40	54	5

Preferred learning tool

What is your preferred LEARNING TOOL when undertaking training?	Number of all responses (AT, SK, BG, IE, ES)				
	1 Least favoured	2	3	4 Favourite	Unknown
E-Learning / online learning	16	38	26	38	3
Use of textbooks / reading material	14	45	43	25	1
Case studies	11	20	49	50	3
Discussions / networking with peers	2	18	54	49	4
Workshops (full-day)	4	16	51	54	4
Individual coaching / mentoring (on-site)	8	16	44	60	2
Self tests / self analysis / quizzes	15	41	44	17	10
Combination of the above	0	9	40	64	10

Preferred learning structure

What is your preferred LEARNING STRUCTURE when undertaking training?	Number of all responses (AT, SK, BG, IE, ES)				
	1 Least favoured	2	3	4 Favourite	Unknown
Online short modular self study lessons (30 min-1 hour duration)	17	44	30	35	5
Paper-based short modular self study lessons (30 min-1 hour duration)	19	49	39	17	2
Task specific, short-term training	1	14	67	41	4
Attending networking events with peers (evenings)	12	26	42	48	4
Training during working hours	9	18	41	57	3
Training outside of working hours - weekday evenings	36	35	27	25	3
Training outside of working hours - some weekends	49	27	26	24	4

Methods?

Which methods / tools for creativity and innovation management are of interest to you?	Number of all responses (AT, SK, BG, IE, ES)			
	"I know about this method / tool."	"I've already used this method in practice."	"I would like to know more about this method / tool."	"I don't know this method/practice"
Six Thinking Hats	18	13	33	68
Attribute Listing	19	15	37	59
Mind Mapping	25	43	37	31
Circle of Opportunity	17	10	37	68
Rich Pictures	7	9	35	76
Brainstorming	38	78	10	7
Reversal	17	18	36	53
Fresh View	9	10	38	75
Simplex	6	8	32	81
Scamper	7	3	32	84
Future Perfect	11	11	38	71
What if Analysis	30	32	34	36
Force Field Analysis	10	15	36	64

Beneficial?

<p>Could <u>on-line training</u> in the area of creativity and innovation management be BENEFICIAL to small and medium-sized enterprises?</p>	Response Percent (AT, SK, BG, IE, ES)				
	No benefit	Little benefit	Benefit	Very beneficial	Together
<p>Online training in creativity and innovation management would be of....</p>	3,55%	23,40%	53,90%	19,15%	100,00%

Advantages

What would be the key <u>ADVANTAGES</u> of an on-line training tool in creativity and innovation management to small enterprises?	Response Percent				
	AT	SK	BG	IE	ES
Saving time and money	82,40%	63,20%	79,40%	59,20%	86,40%
Convenience	47,10%	36,80%	58,80%	73,50%	27,30%
Constant updating of material	41,20%	31,60%	55,90%	53,10%	54,50%

Constraints

What would be the key CONSTRAINTS of an on-line training tool in creativity and innovation management to small enterprises?	Response Percent				
	AT	SK	BG	IE	ES
Lack of personal contact	66,70%	45,00%	72,70%	55,30%	50,00%
Lack of self motivation	38,90%	55,00%	45,50%	63,80%	63,60%
Not being able to learn from other learners	50,00%	65,00%	48,50%	59,60%	54, 50 %

Creativity and innovation management training amongst small and medium-sized enterprises in your region

Key subjects	Percentage
• unknown	38%
• beneficial?	20%
• satisfaction?	13%
• low offer	9%
• poor level	9%
• focused on large companies	4%
• lack of interest	4%
• set for another target group	4%
	100%

Benefits of creativity and innovation trainings

- **Skills and knowledge development**
- **Innovation and business development**
- **Improvement of decision making**
- **Efficiency increase**
- **Development and increase of thinking**
- **Improvement of problem solving**
- **Improvement of competitiveness**
- **Better analysis**
- **Healthier working environment, satisfied employees and customers**

“You can’t wait for inspiration, you have to go after it with the club”

- Jack London