

unhonen

To discuss!

- Describe some important innovations in the Trade Union context, introduced the last ten years!

The Innovators – why?

- 2009 is the European Year of Creativity and Innovation
- Ingenjörssamfundet (The Engineers' Society) wanted to make a difference
- The Innovators is the result of an innovative process (creativity+persuasiveness+guts+decision-making)

The Innovators – what?

- Six TV programmes (30 minutes)
- Broadcast this spring on TV8
- Each program was broadcast 4 times (Sunday, Monday, Wednesday, Saturday)
- More than 400 000 viewers
- Will be sent again in November

The Innovators – how?

- Kaj Mickos ("The Innovation Professor") and Hans Björkman ("The Creativity Doctor") as external change agents
- A three-days process in each organisation: problem mapping, creative design exercises, networking and business creation, formulation of action plan...

What's in it for a union?

- When people are taken seriously and their ideas are taken care of, everyone can contribute to the development of the business.

Unions on workplace climate

- Challenge
- Freedom
- Idea Support
- Trust/Openness
- Dynamism/Liveliness
- Playfulness/Humour
- Debates
- Conflicts
- Risk-taking
- Idea time

Ekvall on creative climate

- Challenge
- Freedom
- Idea Support
- Trust/Openness
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Want to see more?

- www.ingenjorsamfundet.se

My message!

- You can find and foster creativity and intrapreneurship in all workplaces!
- Trade Unions can gain from being creative and entrepreneurial when communicating their messages!