An Approach for Continuing Micro Surveys to Explore the Dynamics of Organizations’ Creativity Climates

KreativBarometer

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Challenges
► How can companies be consistently aware of changes in their creativity climate? Annual surveys are not enough!
► How can employees be continuously asked for feedback without disturbing their actual tasks?

Solutions
► A continuous micro survey! Reminding employees by frequently used tools such as e-mail, calendar, web-browser, mobile-alarms, etc.
► The questionnaire contains 7 categories and 30-45 questions which have to be answered within monthly cycles. The cycles can be flexibly adapted.
► Answers can be conveyed to the KreativBarometer server by various devices/applications.
► Answers can be given in multiple kinds of situations in a self-determined way.
► Fast and flexible: A single answer can be answered in seconds. The user can freely decide whether to go on or to continue later.
► Support of reflection: The KreativBarometer allows the users to track the dynamics of their own answers and to compare themselves with the average values of their team or department and their company.
► Privacy and transparency: Only the users can see their individual results and the averages of the department and company can be seen by every involved group member.

First Results
► Currently introduced in 4 companies; 2 large companies with 6 - 8 departments; 2 small companies (with one single department)
► Registered Employees: 154; Active Employees in September 2011: 99
► Highest participation: 80%; lowest participation: 12,5%
► Total number of answered questions in September 2011: 2673

Next challenges
► Supporting a higher degree of unobtrusiveness.
► Exploiting context-information to identify appropriate situations in which feedback can be asked for.
► Deriving interventions to foster creativity; potentially the set of questions is adapted.
► Varying the time cycles or removing temporal constraints.
► Research:
  How does the continuous feedback influence the creativity climate?
  Which kind of questions and cycles are most supportive for interventions?
  How is the creativity climate related to other factors (stress etc.)?

A slider is used to answer questions in a web browser

The history of results achieved in the category ‘Vision’