



# KreativBarometer

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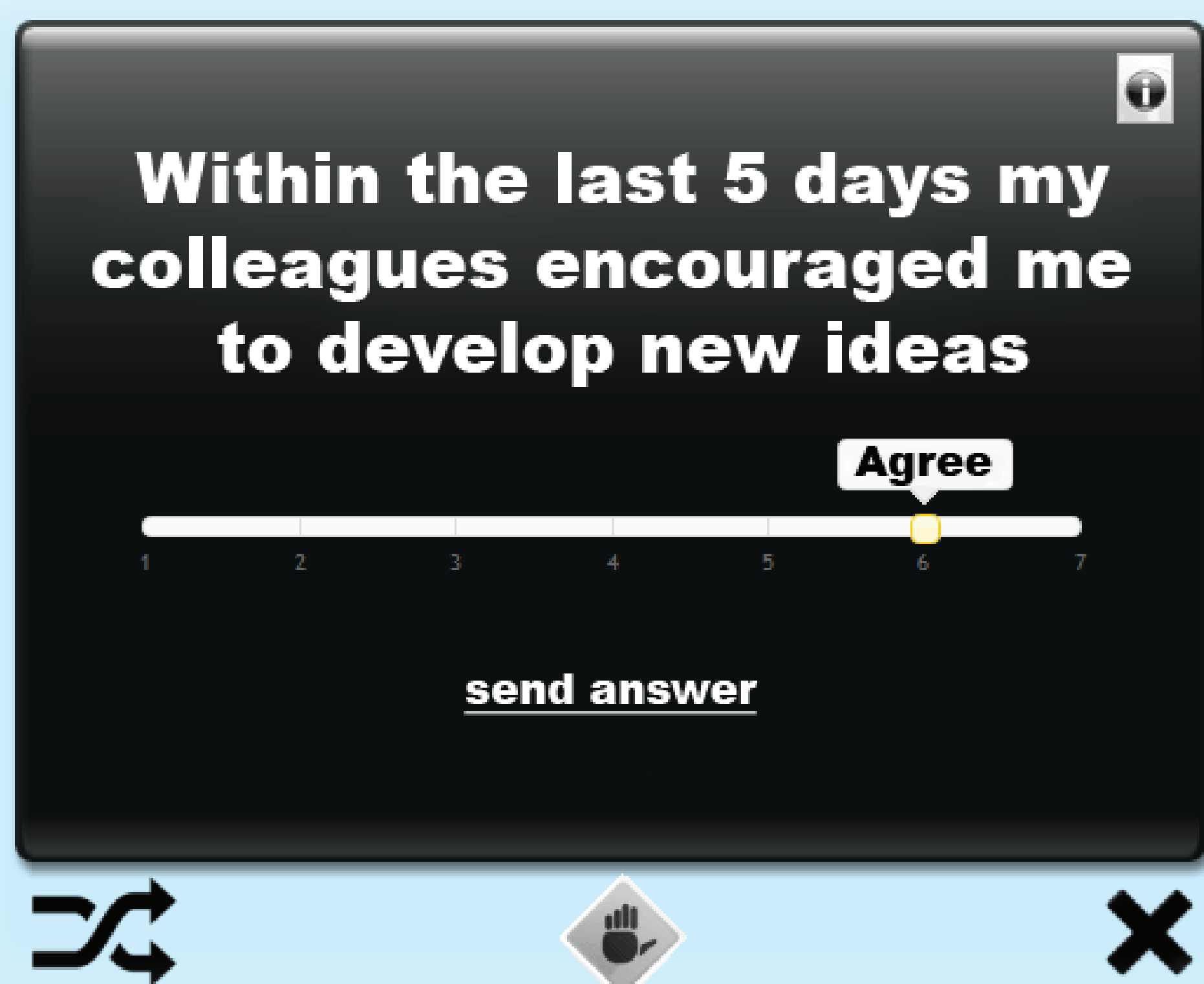
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## Challenges

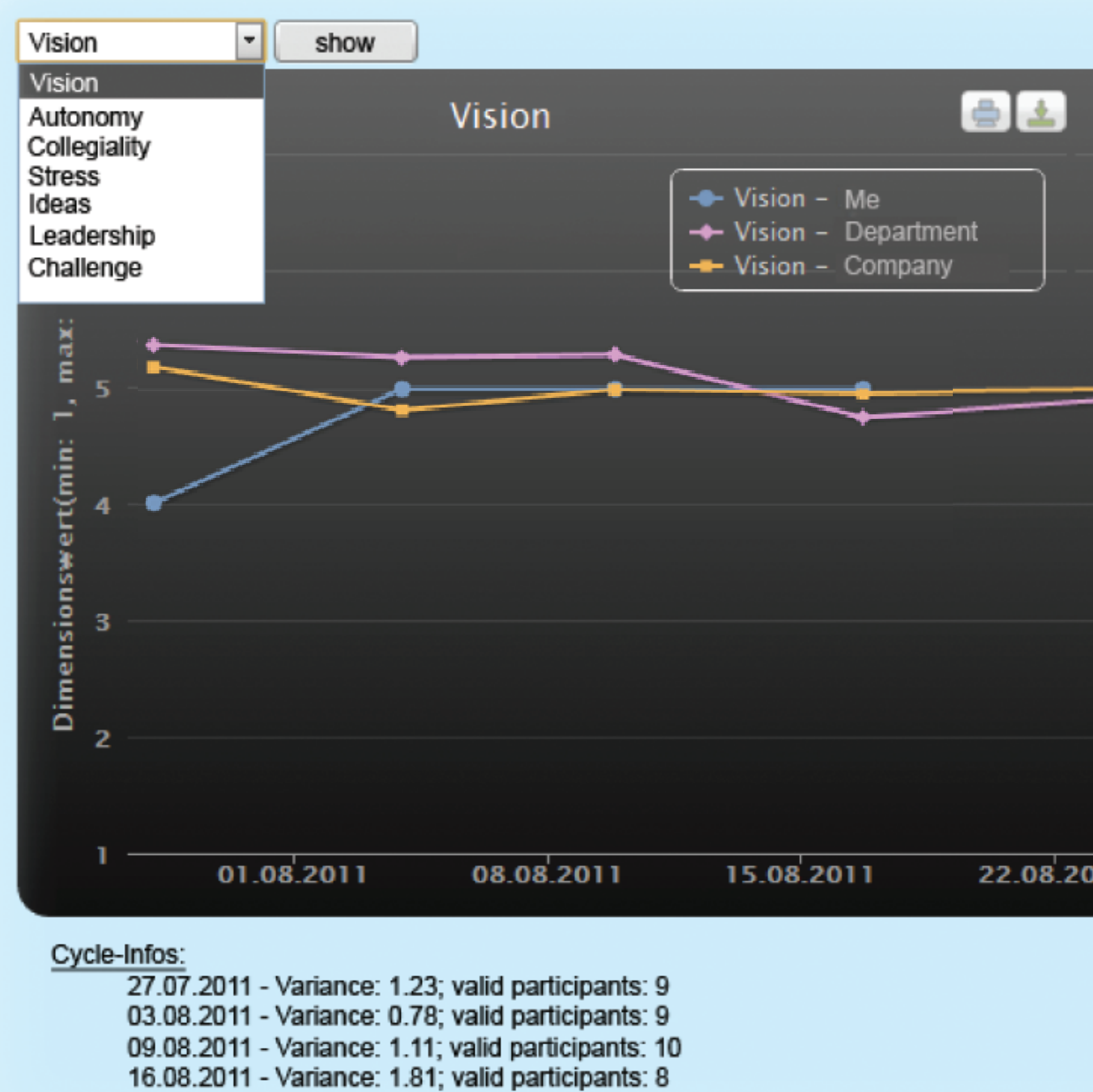
- ▶ How can companies be consistently aware of changes in their creativity climate? Annual surveys are not enough!
- ▶ How can employees be continuously asked for feedback without disturbing their actual tasks?

## 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.



A slider is used to answer questions in a web browser



The history of results achieved in the category 'Vision'

## 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.)?

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

