CREATIVITY
Shaping the Future

Jennifer Haase | Dr. Radwa Khalil | Prof. Dr. Sascha Friesike
Introduction

Creativity is one of the four most important skills needed in the 21st century, along with critical thinking, collaboration and communication. In times of increasing complexity, it is important for all those who want to help shape the way we face the global challenges of our present and future, including managers, decision-makers, politicians—and each and every one of us. As such, it is essential in order to be able to survive in the global competition. So what does that mean?

Everyone is creative when it comes to solving problems. In addition to small creative acts in our everyday lives, there is also the larger creativity that inspires artistic works, new businesses and social movements.

The good news is: Creativity can be trained. With the help of specific methods and exercises for an alert mind, we can all train our brains to make new connections and come up with new solutions.
»The most effective way to return to a childlike, creative sense of self involves two things: Make sure you consistently compare yourself not to others, but to yourself. Also, keep working on your cognitive flexibility with small creative exercises in everyday life, such as thinking about how objects could be designed to improve their function or to enhance their visual appeal.«

Jennifer Haase | Psychologist and research associate at the Weizenbaum Institute, Potsdam
Our speakers

Prof. Dr. Sascha Friesike

is professor for »Designing Digital Innovations« and director of the professional master’s program »Leadership in Digital Innovation« at the Berlin University of the Arts, as well as director of the Weizenbaum Institute for the Networked Society. Friesike is an industrial engineer and holds a Ph.D. in innovation management from the University of St. Gallen. In his research, he focuses on the ways in which the digital is relevant when new things come to life. For example, he examines the role of digitalization in academic research and looks at how creatives are remixing existing concepts to create something new.

Jennifer Haase

is a psychologist specializing in research methods and statistics. In 2018, she graduated from the University of Lund, Sweden, with a master’s degree in psychology with a focus on research. Since then, she has been working as a freelance psychologist for the business community as part of a network of freelance business psychologists.

In her research, she focuses on creativity in organizations. The goal of her doctorate is to analyze companies’ internal creative-intensive processes, to make them tangible, and to make them as successful as possible.
Dr. Radwa Khalil

is a research associate in the Department of Psychology and Methods at Jacobs University Bremen. Her research is interdisciplinary and spans across fields such as neuroscience, psychology, and history. In 2020, she received the German Academic Exchange Service (DAAD) Award for Outstanding Academic Achievement and Social and Intercultural Commitment.

Published in 2020, her study measuring creativity in the brain at Jacobs University demonstrated that creativity can be specifically targeted through brain stimulation.
Elena Erdmann  
is a science and data journalist at ZEIT ONLINE and co-founder of the data journalism initiative Journocode, which aims to help journalists improve their use of data and statistics. Erdmann uses data to provide a better understanding of major societal challenges, such as climate change.

Oliver Handlos  
is Managing Executive Creative Director and partner at Scholz & Friends in Berlin. Previously, he has led creative teams in New York at BBDO and Grey and served as Executive Creative Director at KBS+ New York for BMW. In 2019, he won the Grand Prix in Cannes for Scholz & Friends for the campaign around the «Tampon Book» for The Female Company and achieved a Germany-wide tax reduction on sanitary products.
Dr. Silke Lange

is Associate Dean for Learning, Teaching and Enhancement and reader in Hybrid and Participatory Pedagogy at Central Saint Martins, University of the Arts London. She is committed to having faculty and students work together to create integrative curricula and develop educational models that provide opportunities for students to explore collaborative ways of working across disciplines.

Melanie Raabe

is a book author who has published numerous bestsellers, such as »The Trap«, »The Stranger«, »The Shadow« and »The Forests«. She lives and works in Cologne. Together with designer and YouTube personality Laura Kampf, she runs the podcast »Raabe & Kampf«, which focuses on all things creativity. The podcast resulted in the non-fiction book »Creativity—How it makes us bolder, happier and stronger«.
Richard Socher, Ph.D.,
is one of the most important German AI
experts in Silicon Valley.

As CEO of the start-up You.com and
chief scientist emeritus at Salesforce,
he specializes in the fields of artificial
intelligence, neural networks, and deep
learning. He was one of the first scientists
to explore the use of artificial neural
networks for language processing and
has become a pioneer in the field of
computational linguistics. Socher has
already received various awards for his
work. He received his Ph.D. from Stanford
University in Deep Learning and won the
award for the best Stanford Ph.D. thesis in
computer science in his class. In his free
time, he enjoys paramotoring, traveling
and photography.

Christiane Stenger
is a former junior world champion in
memory sports, a television host and an
author of specialized books. Through
»Keep in mind. – Gedächtnistraining«,
she shares her knowledge in workshops
and seminars. Together with Lutz van der
Horst, she hosts the TV show »Wie werd’
ich ...?« on ZDF neo, as well as the pod-
cast »Sag niemals Nietzsche« on Audible
with Samira El Ouassil. She has published
several books, including »Sheep Falls Out
of the Tree«, »Do not Leave Your Brain
Unattended! How the Brain Shapes Our
Future« or »Learning by Feeling: How Our
Senses Support Our Memory«.
Additional material (TED Talks)

HANNA BEYER
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