

Abstract Title: **Creativity: The New Currency in a New Economy**

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Proposed Track: New Ideas & Emerging Trends in PM

The Nomura Institute of Japan that has classified four eras of economic activity believes that the Information Age or era is coming to an end and that we are in the beginning stages of what they term as the Conceptual Age. In the Conceptual Age it is believed that creative workers will replace the knowledge workers of the Information Age. Leading experts in the field workplace creativity believe that organizations that want to maintain their competitive advantage must generate fresh and new solutions to problems and excel in their ability to create new products, processes and services in an ever changing market place. This leads to the question of what is creativity and what will its role be in the workplace and on future projects. This also furthers the question of how this dramatic shift in the workplace will impact society as a whole.

It is the purpose of this paper (and presentation) to define creativity, provide evidence of how organizations and projects benefit from creativity and how creative organizations better the lives of those people who work for such organizations. These points will be supported through various scientific studies, through organizational periodicals which address Design Thinking and Art-Based Processes, and personal experiences.



Clint Hennen Bio

Clint Hennen was born in 1963 and raised in Dallas, Texas. He received his Bachelor of Science degree from the University of Texas at Austin in Communications – Radio, Television and Film. Upon graduating he worked for the Walt Disney Company (Orlando) as a Disney Imagineer during the construction of the Disney-MGM Studios (3 years) and then as a stunt man and special effects supervisor (6 years). After his nine year career with Walt Disney, he began his project manager career working for various Cisco VARs. He earned his PMP certification in August of 2002. During this time Clint attended the University of Texas at Dallas Project Management Program and earned his MBA in 2003. In 2006 he lived in Bordeaux, France where he studied enology and viticulture. In 2007 Clint was hired by General Datatech in Dallas is currently the Director of Delivery Services.