

NEW INSIGHTS ON CREATIVITY IN THE WORKPLACE

# IQudo Ideation Study 3.0

IN COOPERATION WITH **KIT-ENTECHNON**, KARLSRUHE  
AND **DAIMLER AG**. FIRST PUBLISHED IN JULY, 2020.



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IQudo





## IQUDO<sup>®</sup> IDEATION STUDY 3.0

Karlsruher Institute for Technology | Daimler AG  
Master thesis: Tobias Kind

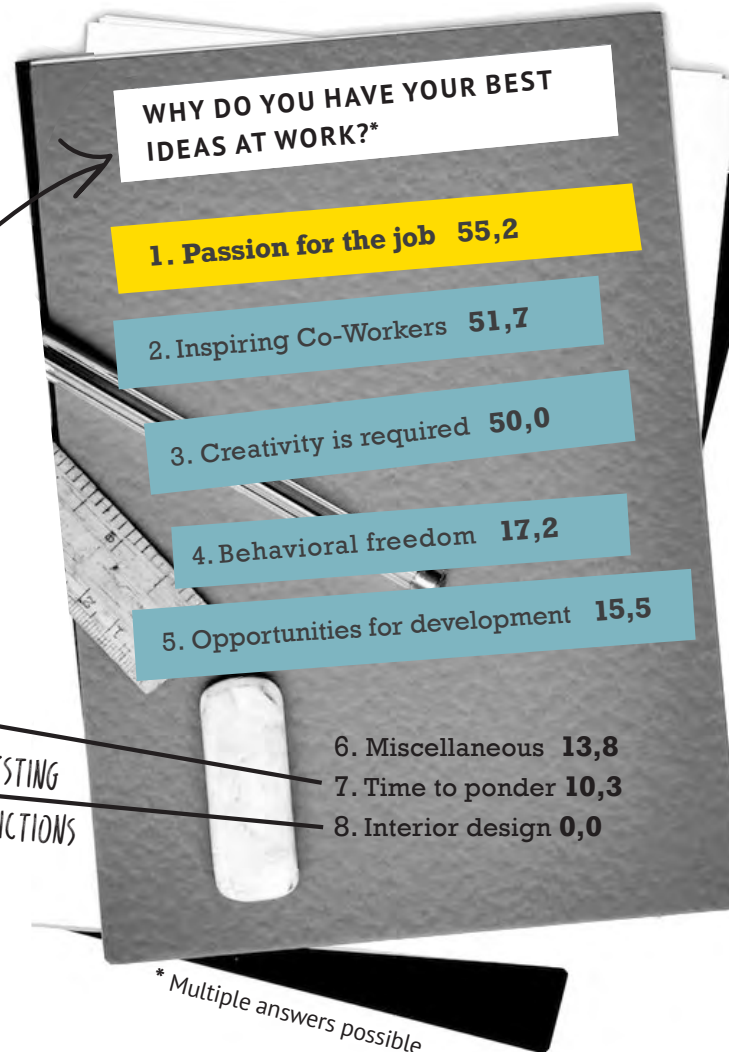
### DO YOU HAVE YOUR BEST IDEAS AT WORK?



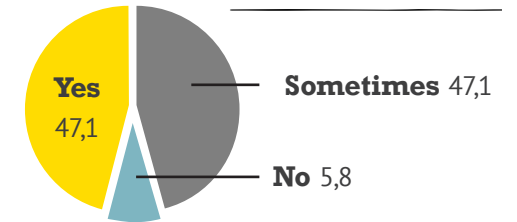
n: 155 engineers | All figures in percentage

### WHY DO YOU NOT HAVE YOUR BEST IDEAS AT WORK?\*

- |                                     |      |
|-------------------------------------|------|
| 1. Stress/ No time                  | 79,4 |
| 2. Too many distractions            | 62,9 |
| 3. Interior Design                  | 29,9 |
| 4. Creativity is not required       | 20,6 |
| 5. No opportunities for development | 18,6 |
| 6. No behavioral freedom            | 12,4 |
| 7. Miscellaneous                    | 8,2  |
| 8. No inspiring coworkers           | 4,1  |



### ARE YOU CREATIVE?



### KEY FINDINGS

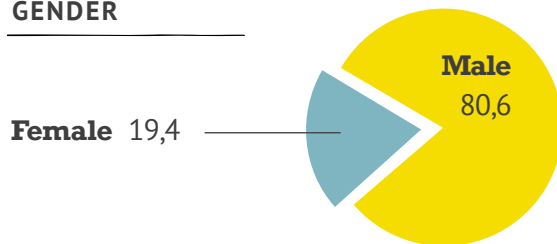
- Surprisingly, neither time nor the interior design seems to be critical for creativity on the job. Instead, **passion is key** when it comes to finding the best ideas at work.
- People find their best ideas mostly due to socio-cultural parameters such as **inspiring co-workers**, job requirements, opportunities for development, or behavioral freedom.
- Previously it was believed that creativity at work depends mostly on the individual. The results, however, shift responsibility for individual creativity more towards the **corporate culture**.



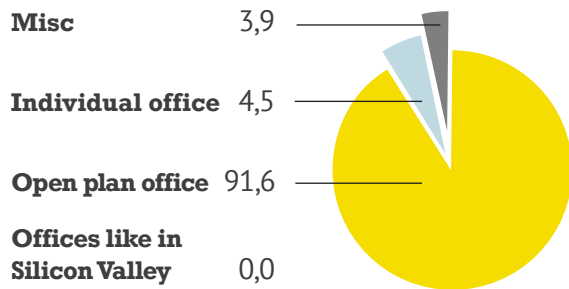
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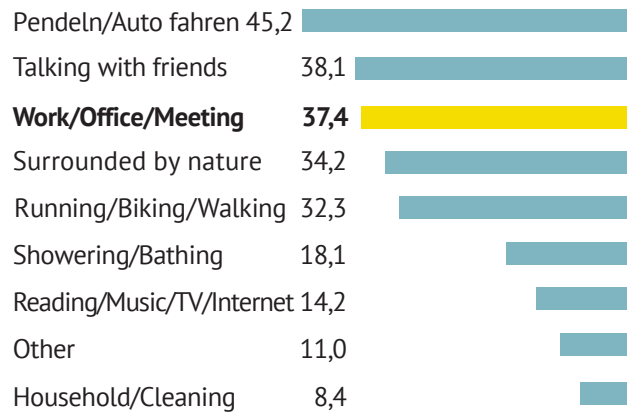
### GENDER



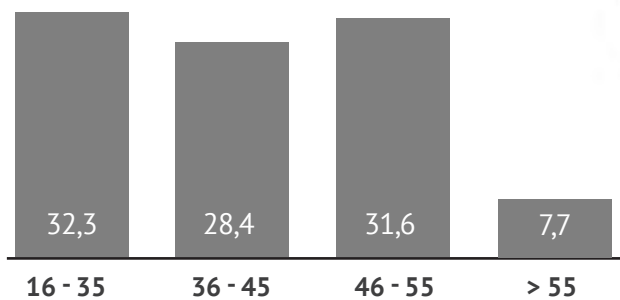
### WORKPLACE



### WHERE DO YOU HAVE YOUR BEST IDEAS?



### AGE



### STUDY DETAILS

Psychometrical study; n = 155 engineers of the Mercedes Benz Technology Centers. Multiple answers possible. Multiple choice answers were given

Master thesis: Tobias Kind: "Interpersonelle Chemie und deren Einfluss auf die organisationale Kreativität." (2016)  
Karlsruher Institute for Technology, EnTechnon  
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Examiner: Prof. Dr. Orestis Terzidis, KIT-EnTechnon

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