RESEARCH LEARNING POINTS:

There is consensus on the importance of imagination in a globally competitive workplace.

Metaphor and storytelling suggest new ways of thinking and knowing. It supplements empirical constructs and opens the mind to creativity and learning.

Creativity is clearly linked to trust and to risk taking. If trust is a leap of faith, then being open to new and different ways of being enables creativity.

From neuroscience to philosophy and social theory, everyday creativity can be embraced to experience society. An alternative to traditional research methods is to ask people to make visual constructs using the artifact of LEGO® bricks, and then to share their stories. This creates metaphorical models of identity through story, using the prompt of three dimensional models. New ideas emerge as people make and share stories. Such creative reflection provides insights into how people interpret and present themselves, understanding their own life stories and connections with the social world.

Applying the methodology of LEGO® SERIOUS PLAY®, strategic imagination comprises the choice of social constructs in order to stimulate new ideas, story-making that creates meaning, and deep engagement with flow to stimulate new organizational directions.

Complexity theory suggests lesser structural rigidity. Going with the "flow" induces healthy tension and anxiety, thereby promoting creativity and organizational effectiveness.

Leadership that is trusting, ethical, and bound by moral precepts allows for a creative workforce. When employees trust supervisors, there is a greater positive relationship with imagination, creativity, and entrepreneurship. Therefore, trust is a mediator for creativity.

As organizations become "flatter" in order to be more competitive, there is a growing requirement for more creative and trusting leadership. Such a managerial context enhances organizational well-being and productivity, and increases social capital.

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