
KEYS® TO CREATIVITY
Assessing the Work Environment
from The Center for Creative Leadership®

Purpose: To assess the climate for creativity and innovation that exists in a work group, division or organization.

Format: 78 item questionnaire. Estimated completion time: 15-20 minutes. May be used with any size group 5+. Feedback can be broken out into custom reports making comparisons by level, function, years of service, etc.

Potential Uses:

- To identify the elements in your workplace that encourage or discourage employees from working at their peak
- To identify the conditions necessary for innovation to occur
- To involve team members in developing an organization that encourages innovation
- To complement change and innovation initiatives

Assessment: KEYS® assesses six management practices that support the work environment:

- Organizational Encouragement
- Supervisory Encouragement
- Work Group Supports
- Sufficient Resources
- Challenging Work
- Freedom

In addition, KEYS® looks at two management practices that inhibit the work environment:

- Organizational Impediments
- Unrealistic Workload Pressure

KEYS® also:

- Quantifies how productivity and creativity are perceived across an organization
- Compares an organization's innovative climate with other organizations in the KEYS database, providing a benchmark for improvement
- Informs development of an action plan, based on hard data, to improve the innovative culture within and across businesses.

