02 Objectives

- Explore the decision-making process within a group.
- Consider how, as a group, organisation of creative ideas are considered.
- Explore the strengths and weaknesses of different ways of arriving at a group decision.

03 Method

- Arrange participants into subgroups.
- Allocate a different instruction on how to organise a task to each subgroup.

Creative Decision Making

Trying to harness a host of creative ideas in order to make a decision as to which one is best can be a difficult process.

01 Aim

Perform a group exercise to examine how creative ideas are constrained, freed or organised.

Group members work together as a team to come up with creative ideas for an awful TV show and make a collective decision as to which concept to choose.

04 Task A

- One person in the group should write an idea on paper, pass on to the next person.
- Each member of the group rates each of the ideas, from 1-10.
- The idea with the highest score will be chosen.

06 Review

- Did the task free or constrain creativity?
- Did the task help them to arrive at decisions more quickly?
- Did they feel excluded or involved in the creative and decision-making aspects of the task?

05 Task B

- All members of the group should spend 10 minutes thinking about an idea.
- After 10 minutes, each person should briefly explain their idea.
- After all ideas have been presented, the group should vote on the best one.

07 Application

- Could any of the methods be employed in decision-making processes within the workplace?
- Why would the methods helpful?

Feedback — Creative Decision Making

▪ Did the task free or constrain creativity?

sportBU: both groups thought that having the guidelines in place was good, as it gave the activity a common ground, but still enabled them to express freedom of their opinions. So the groups felt that the task allowed free creativity rather than constrained activity.

M&C: both groups in Task A and B expressed that they felt very free and unconstrained.

▪ Did the task help them to arrive at decisions more quickly?

sportBU: for one group it did, because their task involved using a scoring system, and their feedback stated that this system produced a quick result, that couldn't be argued with. Whereas the other group had to reach a decision by pure group discussion, which they said, made it harder because there was still opportunity for group members to question the outcome right up to the end.

M&C: Task A - this was a great way to arrive at a final decision quickly, as the scores were final and there was no discussion.
Task B - the majority said yes although 1 member wanted to discuss their ideas straight away but had to wait. Task A suggested that without their guidelines, they would have only chosen their very first idea and wouldn't have had so many choices.

▪ Did they feel excluded or involved in the creative and decision-making aspects of the task?

sportBU: both groups said that they felt engaged and involved in the task. However one group had a some more dominant members in it, which meant that the third member of the group was not able to express their opinion quite so much, although they weren't excluded.

M&C: neither group felt that the activities excluded them. There was some frustration in Task A, as they wanted to discuss their ideas with the group but weren't able to, but did get inspired by the previous persons ideas on the list.

▪ Could any of the methods be employed in decision-making processes within the workplace?

sportBU: both groups felt that the scoring system was the better method, and could be used in the workplace.

M&C: both groups thought that each method had it's own merits, but could both be used in the workplace in different circumstances.

▪ Why would the methods be helpful?

sportBU: the scoring system method would be particularly helpful for certain decisions, for example, to decide on what particular pieces of kit and equipment need to be bought. The second method would be more helpful when a large group discussion was required, for example, in a team meeting.

M&C: Task A could be particularly useful when quick decisions were needed, or perhaps where individuals were not in the same room so could be done over email. Specifically for choosing from a short-list of design concepts, or tag-lines where deadlines were tight. Task B would be more valuable when there was more time, perhaps at the start of the creative process during initial creative meetings were people could bounce ideas of each other and would benefit from having a lot more time to think creatively and discuss ideas in detail with a large group.