

Deliberate Creativity and Systems Thinking

Dennis Sherwood (Silver Bullet)

So, you've built your SD model; confirmed the reference mode; run some future scenarios. And the results don't look good. But what next?

What next is all about creativity - for if the future doesn't look good, something has to change to make it so: perhaps the system needs to be designed differently, perhaps there needs to be a significant change in the context in which the system is operating, perhaps someone (or some people) needs to change his/her/their mind(s). None of which will happen by themselves; all of which have a possibility of happening only if the corresponding idea is tabled first. What next is all indeed about creativity. But how does creativity actually happen? What, fundamentally, is creativity anyway? And how can you have great ideas 'on demand'? That's what this session is all about...

In addition, time permitting, at last year's conference, in my presentation "The Perfect Crime", I described the evidence behind my claim that on average, across all subjects at both GCSE and A level, about 1 grade in every 4 awarded is wrong. This has caused quite a storm, and so this brief session gives an update on what has happened since...

For some time now, **Dennis Sherwood** has been running his own consultancy firm, <http://www.silverbulletmachine.com/>, which specialises in all aspects of creativity and innovation, in relation to which the systems perspective plays a very valuable role.