



Professor Allan Snyder FRS
Keynote address

CREATIVITY: AN ACT OF REBELLION!

Distinguished guests, ladies and gentlemen. Any business is only as good as its next idea. Businesses must have innovators who continually seek out unique strategic positions, who continually invent unique ways to anticipate change.

But, the health industry isn't merely undergoing a change. It's in a state of upheaval!

Health is being radically transformed, not just by the web, not just by digital technologies, but by the full ramifications of the information and communication revolution – by the full ramifications of instantaneous information derived from huge interconnecting networks.

Now, you know better than I that this is transforming our systems of care, transforming our interactive therapies, transforming our delivery of rapid, accurate and secure information.

You also know better than I that this is putting unforeseen pressure and expectations on everybody in the health industry. How do we respond to these upheavals?

This morning I want to rise above the specific changes to the health industry brought on by the information revolution.

Instead, I want to confront the fundamental problem of how each individual within the health professions can creatively accelerate this change without feeling that they are becoming de-personalised, without feeling that they are becoming check-box automatons, without feeling that they are just another cog in the wheel.

How do we do that?

I maintain that we cannot passively accept changes. It is imperative that we creatively contribute to them. Ultimately, it is your creativity that is the crucial ingredient for facilitating change in the health industries.

Because, no matter what it is we actually do, no matter what our professional niche, it seems that we all derive the greatest personal satisfaction when we pour something that is uniquely us into what we do. Or, put another way, our innate satisfaction is somehow intimately bound up with the process of creatively differentiating ourselves - our ideas, our approaches - from others.

And yet, creativity is difficult to implement, most difficult for those with extreme expertise. There is a fundamental conflict between expertise and creativity.

Why..?"

Professor Snyder went on to discuss various strategies to enhance creativity, innovation and the champion mindset.

A full transcript of this speech is not currently available.