

F-05: Cogniculture as a new tool for business development

M U J de Silva

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Many organisations today have computerised their routine operations and rigorous analytical work. Employees are therefore, available for non routine tasks and complex problem solving, that require creative and strategic thinking capabilities. There is much interest in business circles: (1) to understand the creative and strategic thinking process and to acquire such skills in order to gain competitive advantage in the market place; (2) to create a new corporate culture that facilitates entrepreneurial flair in the organisation.

Our hypothesis was that successful business strategies result not so much from analysis but from a particular state of mind and through a process which is basically creative and intuitive rather than rational. In a survey conducted by us to analyse various training needs, in a large group of companies, a very high demand for creative thinking skills was found. Several training techniques have been tested to impart such cognitive skills. This is an altogether new discipline which may be called Cogniculture.

The tendency in large organisations is to develop cultures where the success of an individual is often closely tied to his ability to conform and to exalt logic and rationality. The analysts tend to get ahead rather than the innovators or strategic thinkers. Procedures and systems are oriented towards incremental improvement. Institutional framework named Creativity circles is suggested to promote a new corporate culture in which the employees can utilise their creative and strategic thinking capabilities.

Creative thinking is the source of generation of new ideas. Empirical research could be used to test such ideas. Research has to be preceded by a formulation of hypothesis, which is essentially an idea, a result of the creative thinking process.