

# Innovation workshops for TV executives

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## Innovation Case Study

## Early Career Researchers Innovation Scheme

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### What was the question?

How can we innovate in creativity management?

### Who were the collaborators?

Eric Pommer Institut, Berlin; European Drama Lab in association with MediaXchange; Keshet Broadcast Tel Aviv; Norwegian Broadcasting Corporation (NRK); and Michal Ben-David, television producer and PhD candidate in the Department of Culture, Media & Creative Industries.



### What did we do?

A series of workshops was organised, aimed at exploring innovative approaches to creativity management. The workshops, *Think differently: enhancing creativity management in TV*, addressed the inherent tension between business (control) and creativity (freedom) and focused on key issues of creativity as a collective process. The aim was to bridge academic research and TV industry practice, and to offer TV executives the opportunity to question and reflect upon their practice. Participants addressed the unconventional methods of two of the most innovative companies in the world, Google and Pixar, and explored the “Think Differently” approach of management and its underpinning values and beliefs.

### What was the outcome?

Feedback from the participants was positive. The workshops continue to develop and grow and Michal Ben-David has subsequently been invited to run the workshop with other organisations in Europe. The programme has also helped to inform Michal’s own research thesis, enabling her to question her perceptions as well as to verify her research arguments. Speaking about her involvement in the Early Career Researcher Innovation Scheme, Michal said: ‘As all these developments have originated from the Early Career Researcher project, I am thankful that I was able to be part of this amazing programme.’