



PLANTA DE GENERACIÓN
DE ENERGÍA SOCIAL

Modelo de investigación – acción
al servicio del Desarrollo Humano Sostenible



THE KEY COMMUNICATIONS
FOR SOCIAL INNOVATION

CREATIVIDAD E INNOVACIÓN SOCIAL

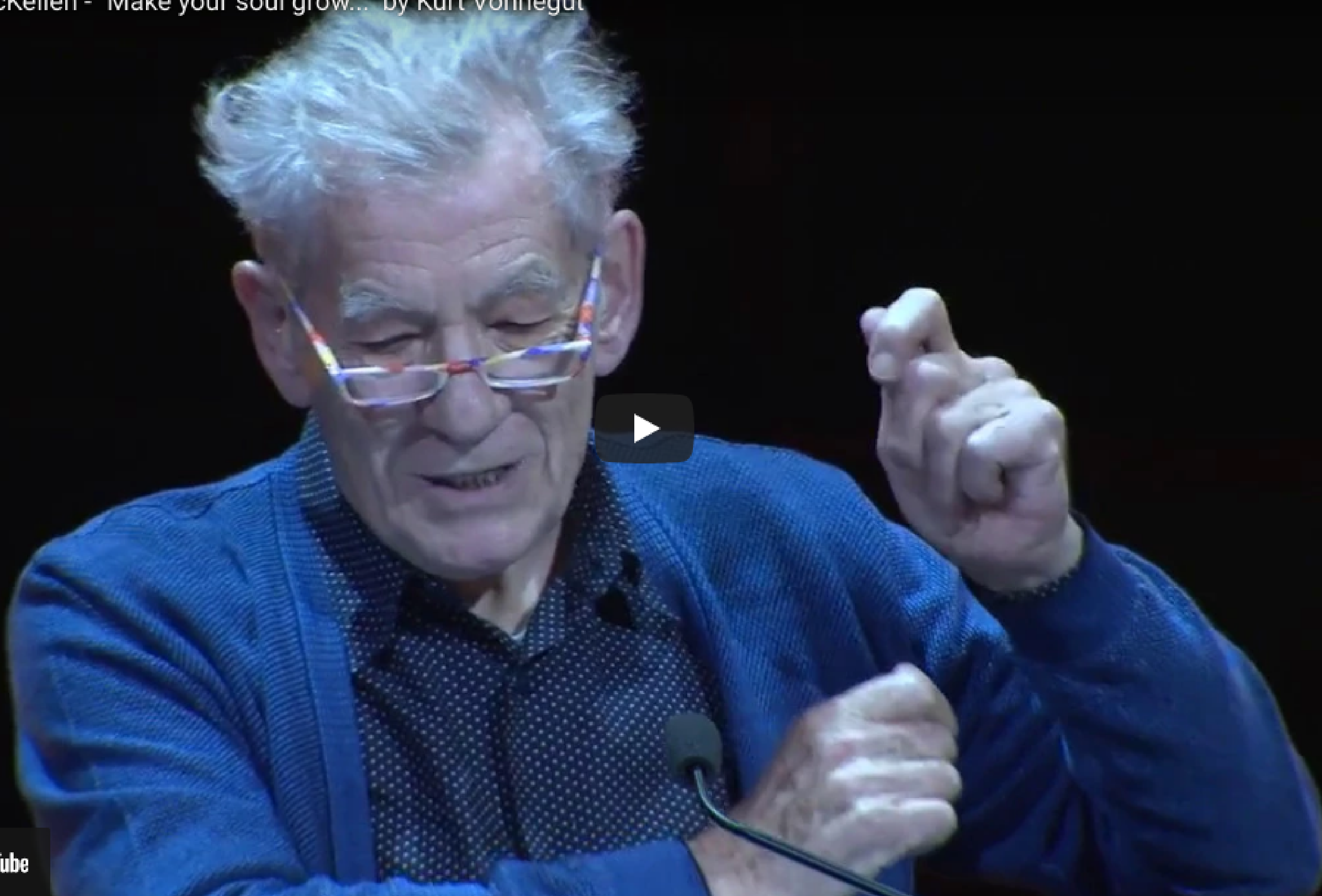
Markel R. Méndez H.





Sir Ian McKellen - "Make your soul grow..." by Kurt Vonnegut


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ADVANCING THEORY IN THERAPY

Series Editor: Keith Tudor

Psychodrama

Advances in Theory and Practice

Edited by **Clark Baim,**
Jorge Burmeister and
Manuela Maciel

Chapter 2

Spontaneity-creativity

The psychodramatic
concept of change

Michael Schacht

THE TEN FACES OF INNOVATION

IDEO's Strategies for Beating the Devil's
Advocate and Driving Creativity Throughout
Your Organization

Tom Kelley
with Jonathan Littman

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Cataloging-in-Publication Data is on file
with the Library of Congress.

ISBN 9780385512077

Ebook ISBN 9780385517010

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INNOVACIÓN

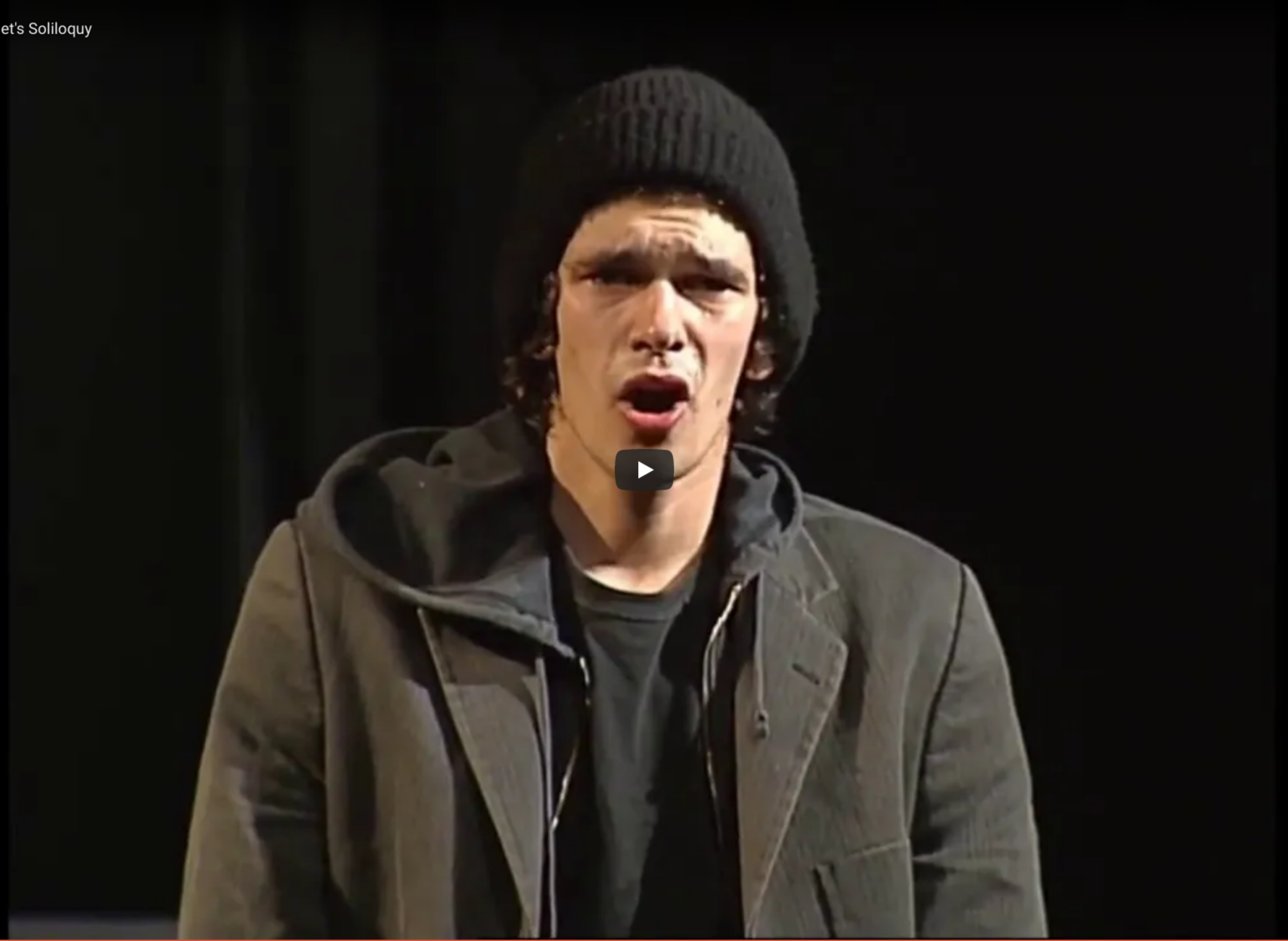
- Conectar ideas y acciones.
La chispa creativa con el proceso.
- Tener una buena idea e implementarla.

El tercer elemento central:
LAS PERSONAS (sus roles).



Chispa Creativa / Espontaneidad VS. Conserva Cultural

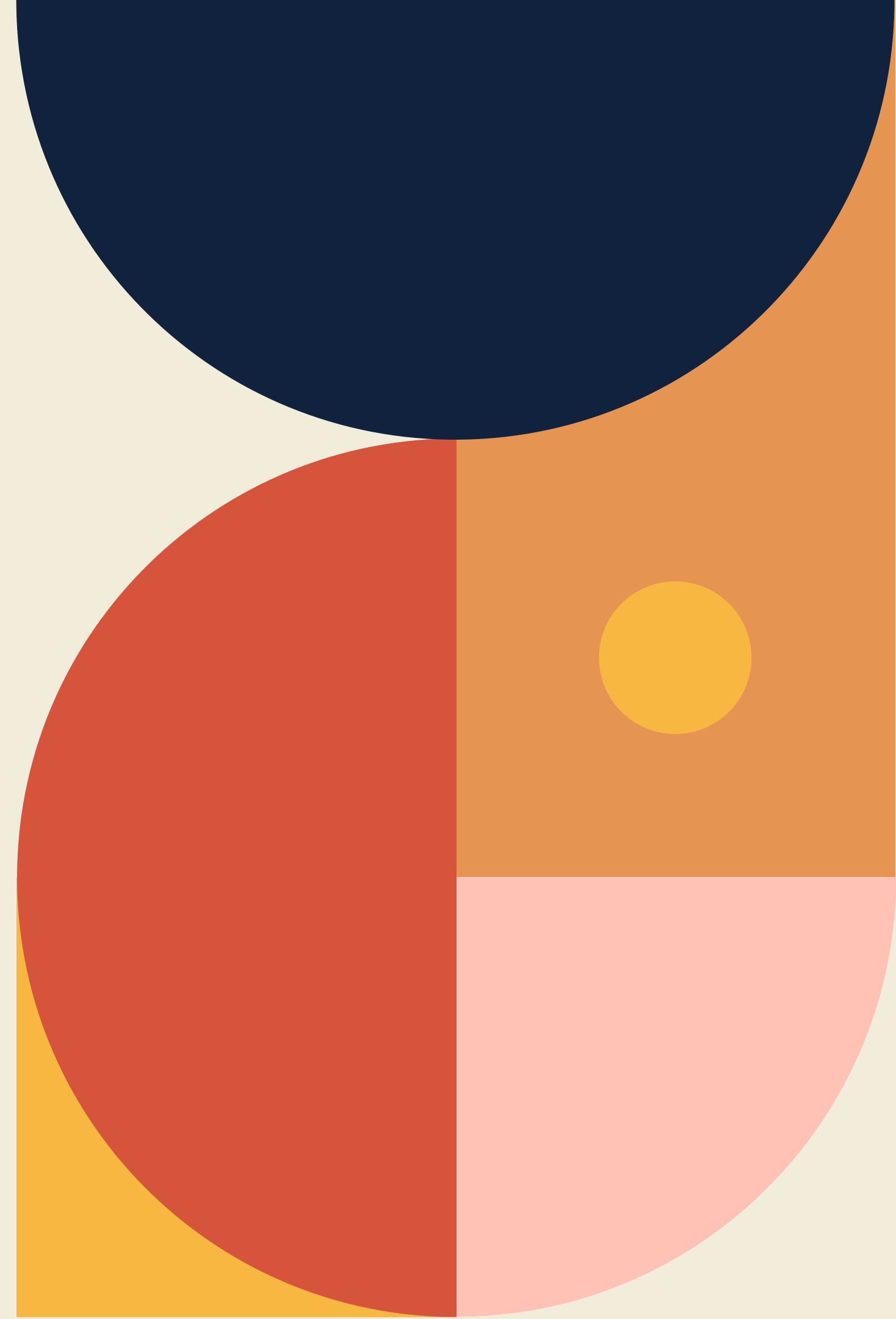




ACTUAR

"La acción se conceptualiza como un proceso continuo, más o menos espontáneo y creativo de resolución de problemas".

Psicodrama (Advancing Theory in Therapy) (p. 21). Taylor and Francis. Edición Kindle.





Elige un ROL

Describe el ROL y sus rutinas

¿CUÁNDO ACTUAMOS CONSCIENTE E INTENCIONALMENTE?

CONSERVA CULTURAL:
Roles, hábitos, rutinas.

ESPONTANEIDAD:
Interrupción en nuestra rutina

ESPONTANEIDAD - CREATIVIDAD

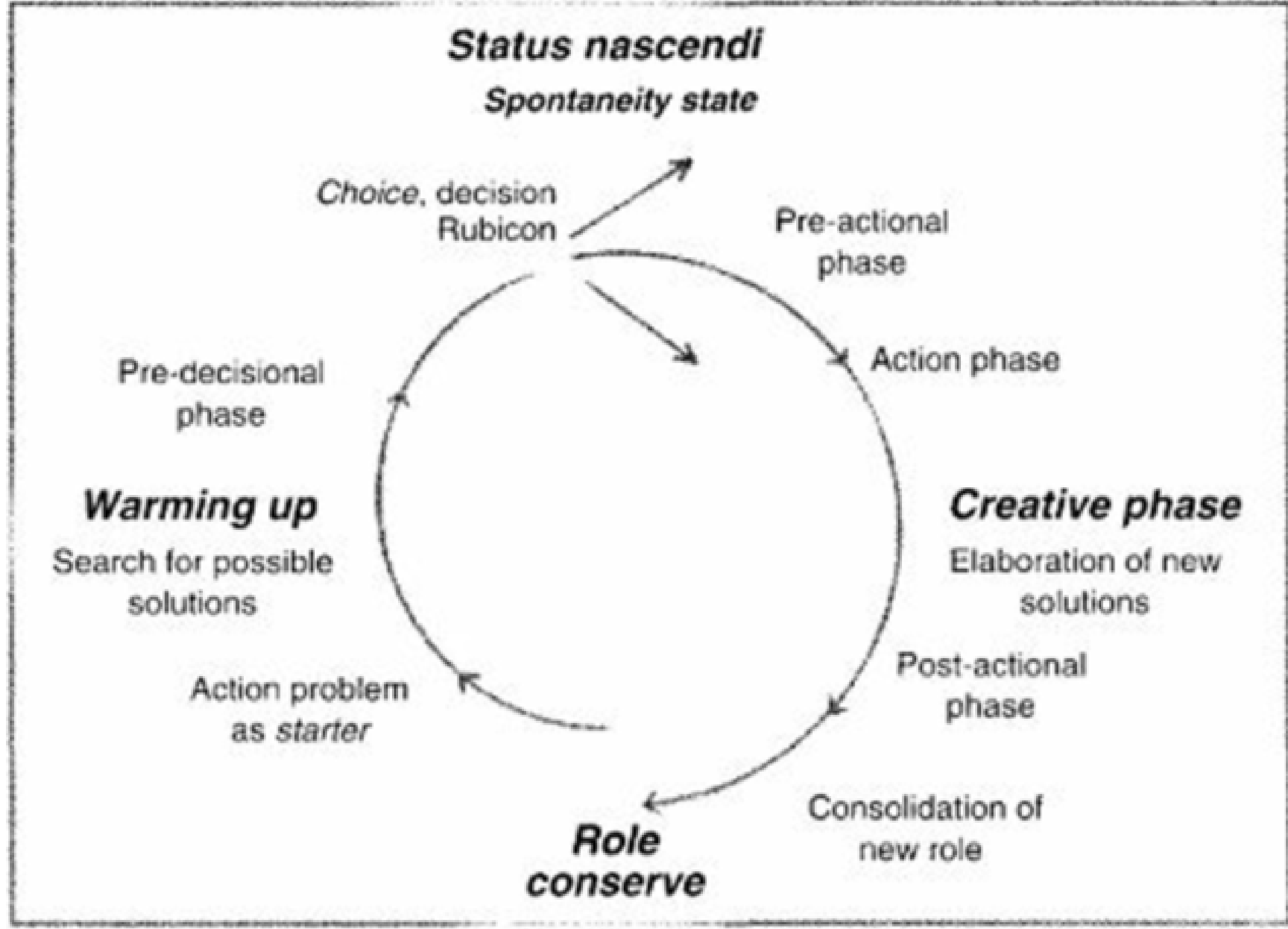
- La apertura a las soluciones creativas incluye dejar de lado las viejas reservas de roles (*estas reservas pueden haber inhibido el cambio, pero también han proporcionado una sensación de estabilidad y certidumbre*).
- Para entrar en un nuevo territorio, la persona debe ser capaz de tolerar la incertidumbre y la ambigüedad (Moreno 1980).
- El estado de espontaneidad no se ve perturbado por la autorreflexión ni por la intrusión de la razón en la emoción (Moreno 1970).

Psychodrama (Advancing Theory in Therapy) (p. 21). Taylor and Francis. Edición Kindle.



MODELO DE
ESPONTANEIDAD/
CREATIVIDAD

Michael
Schacht



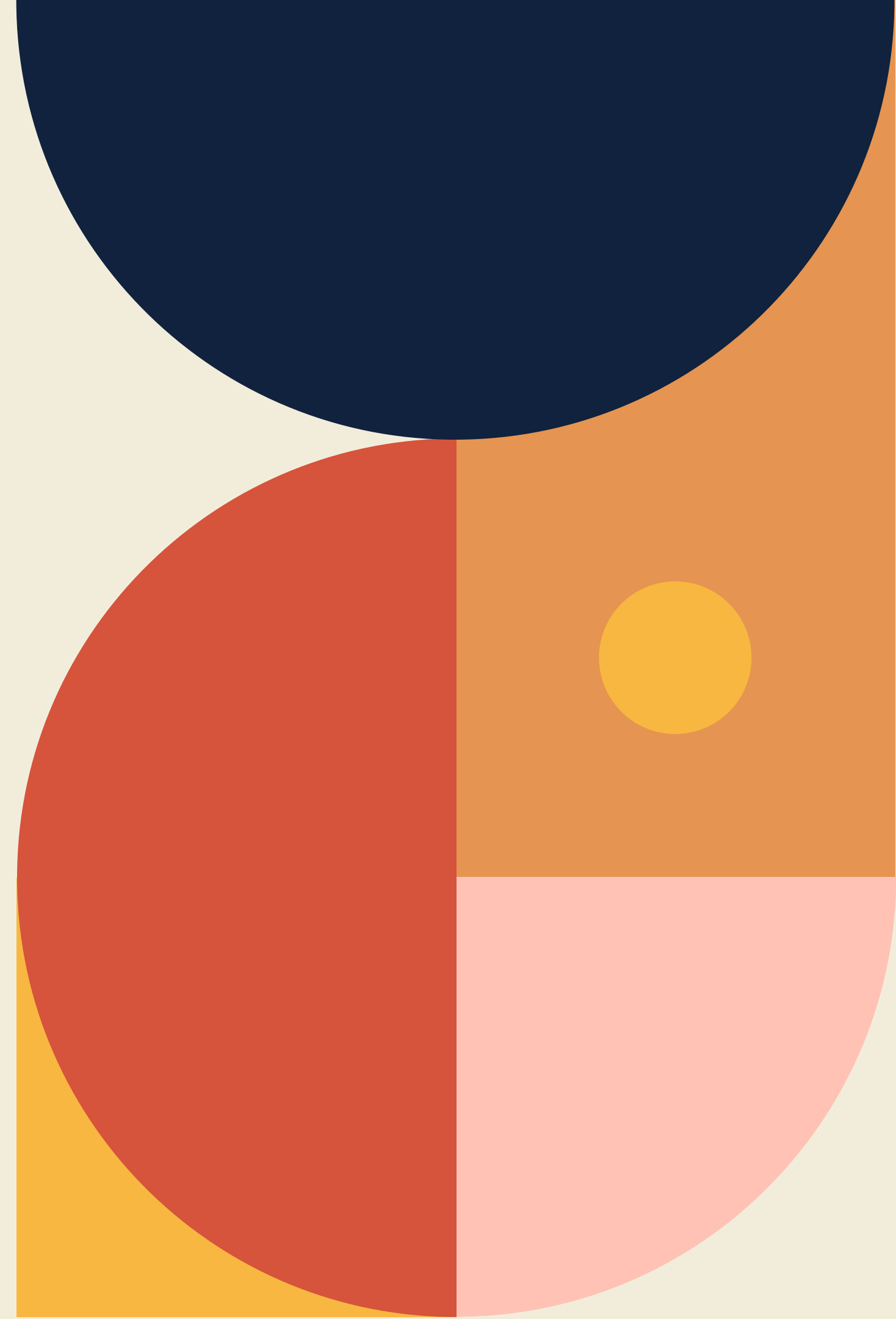
**RECUPERAR
LA ESPONTANEIDAD Y CREATIVIDAD**

**ES FORTALECER
LA AUTONOMÍA
Y ROMPER CON LA
CONSERVA CULTURAL**



¿QUÉ TE CONDUCE? ¿QUÉ TE IMPULSA?

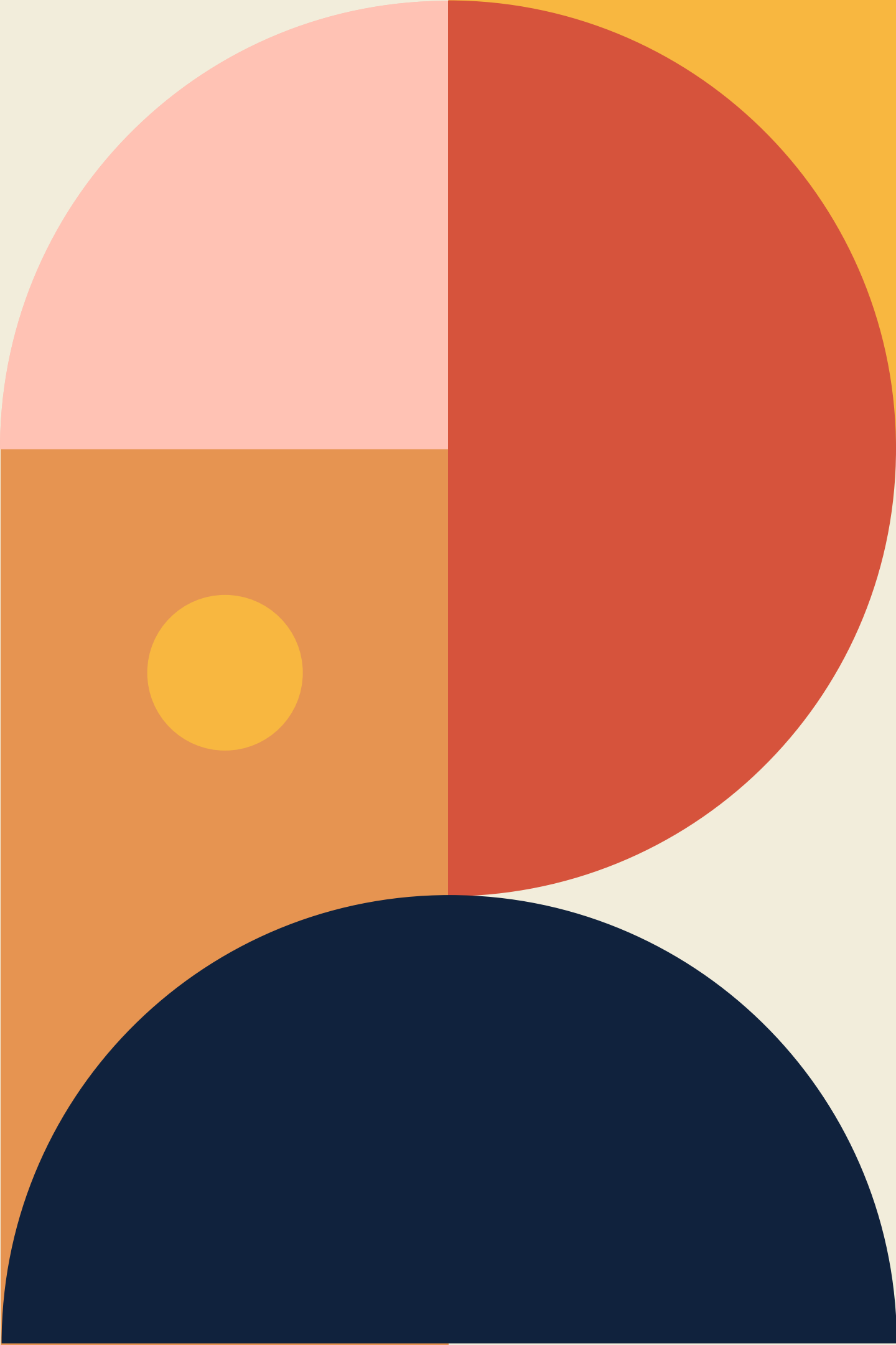
- **La Cusiosidad.**
- **Eso que te atrae.**
- **Lo que te Interesa
verdaderamente.**





CONEXIÓN DE APARENTES OPUESTOS

**El ROL versus lo que te
despierta interés
o curiosidad**



"El status nascendi es un momento de tensión, incertidumbre, desorientación, ambigüedad y quizás incluso ansiedad. El nexos causal está roto, el futuro potencial está abierto".

Psychodrama (Advancing Theory in Therapy) (p. 31). Taylor and Francis. Edición Kindle.

**AHORA VAMOS A
LAS PERSONAS**

Ten Faces of Innovation

Kelley & Littman (2016)

An Infographic by Jan Spruijt - janspruijt.nl



The Hurdler



The Collaborator



The Director



The Anthropologist



The Experimenter



The Cross-Pollinator



The Caregiver



The Set Designer



The Storyteller



The Experience Architect

ORGANIZING ROLES

THE NEXT THREE PERSONAS ARE 'ORGANIZING ROLES', PLAYED BY INDIVIDUALS WHO ARE SAVVY ABOUT THE OFTEN COUNTERINTUITIVE PROCESS OF HOW ORGANIZATIONS MOVE IDEAS FORWARD.

They overcome difficulties.

They work well with others and they generate connections

They plan and organize

Tireless Problem Solver
Optimist
Quiet Determination
Perseverance
Don't "just do the job"
Look beyond failures

Create Shared Journeys
Work Multidisciplinary
More coach than boss

Big Picture Thinking
Accelerate team members
Shoot for the moon
Wield a large toolbox

LEARNING ROLES

INDIVIDUALS AND ORGANIZATIONS NEED TO CONSTANTLY GATHER NEW SOURCES OF INFORMATION IN ORDER TO EXPAND THEIR KNOWLEDGE AND GROW, SO THE FIRST THREE PERSONAS ARE 'LEARNING ROLES'.

They observe what people do without judging them.

They are obstinate about solving problems.

They bring together unrelated things.

Observe
Interact
Look Around
Bucket List & Idea Wallet
Spirit of Curiosity

Hard Work, Curious Mind
Fail Often; Succeed Sooner
Prototype Everything

Draw Associations
Make Connections
Wide sets of interests
Avid Curiosity

BUILDING ROLES

THE REMAINING PERSONAS ARE 'BUILDING ROLES' THAT APPLY INSIGHTS FROM THE LEARNING ROLES AND CHANNEL THE EMPOWERMENT FROM THE ORGANIZATION ROLES TO MAKE INNOVATION HAPPEN.

They put people at ease and provide service.

They focus on making workspace practical and inspiring

They forge emotional connections between story and audience

They appeal to the senses

Human-powered Innovation
Empathy for Individuals
Create relationships

Liven up the workspace
Promote energetic culture

Capture Imagination
Spark Emotion and Action
Video, Narrative, Animation

Fend off the ordinary
Facilitate positive encounters

Ten Faces

Categories

Descriptions

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Anthropologist



The
Experimenter



The
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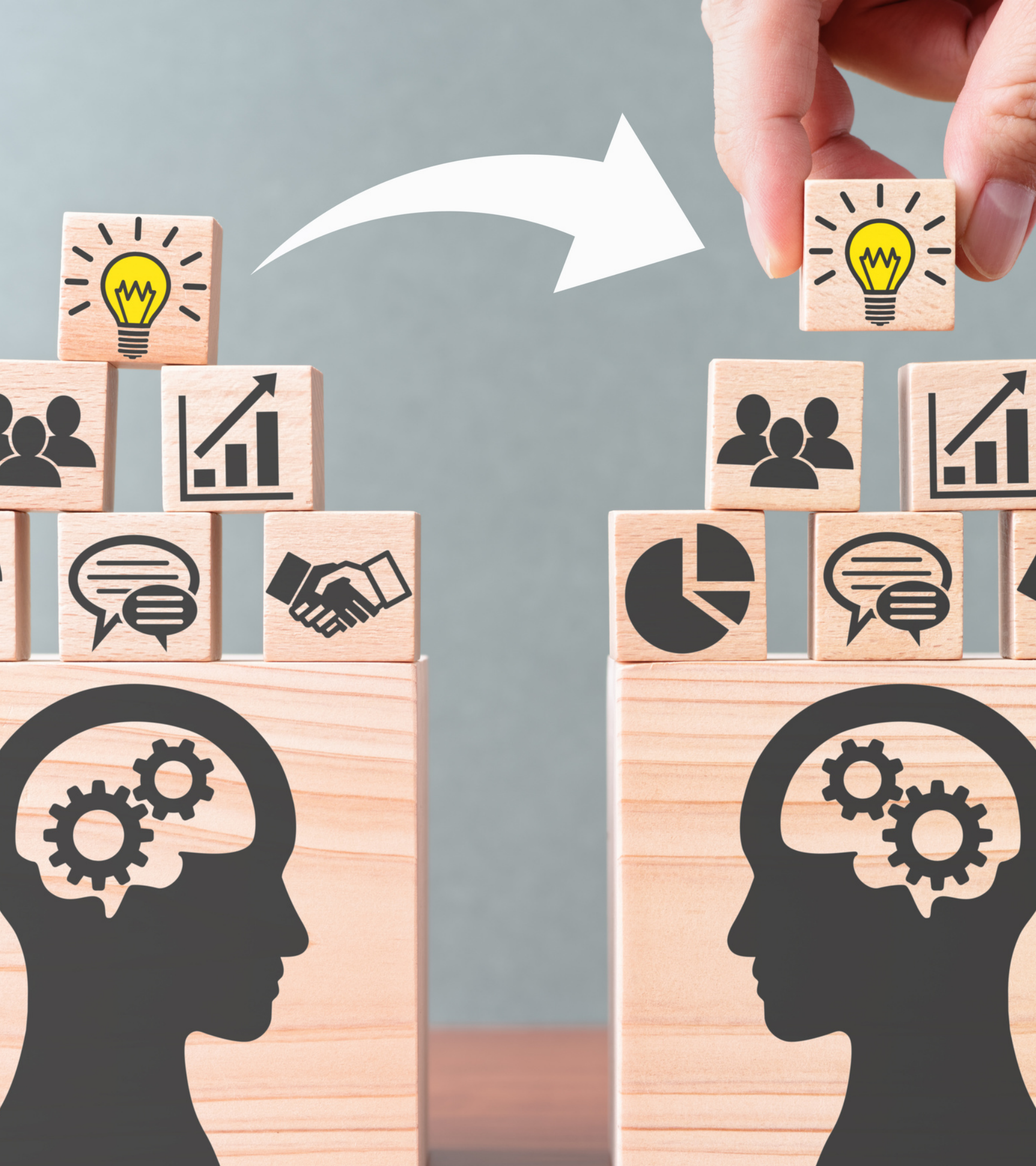
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**COMPRENDER
PARA ACTUAR**

**CREAR LA
PROPIA
METODOLOGÍA**

SAPIENS

5 MÉTODOS:

- El método léxico, semántico y conceptual.
- El método comparativo.
- El método clasificadorio.
- El método sistémico (*produceo el DIE*).
- El método histórico.

