

## **Readahead files for Army University Innovation Symposium Q&A Session**

### **Title: Panel: Update to the Project of Educating for Creativity through Storytelling**

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#### **Purposes of the Panel:**

- 1) Provide project overview of the original Creativity study findings, methods, applications.
- 2) Summarize current working lines of operation, to demonstrate ongoing impact of the initiative.
- 3) Solicit a new wave of collaborators interested in developing their own partnered programs.

#### **Overview of the Creativity Research Initiative, briefed at the Army University Learning Symposium in 2022:**

##### **Title: The CGSC Creativity Research Project on The Fletcher Method of Creativity through use of Narrative and Literature**

A discussion of the Innovations in Developing Creativity in the Profession using the methods of Prof Angus Fletcher of Ohio State University, with a panel composed of the research and writing team conducting the collaborative research with Dr Fletcher at CGSC. Panel featured Dr Rich McConnell (project lead), Dr Ken Long (Project catalyst), and 2-4 members from CGSC faculty engaged on the writing team.

Discussed the scoring rubric to be used by the expert panel of judges, who will be applying the gold standard in evaluating creativity, the Consensual Assessment Technique. Applied the storytelling/story science methods of Prof Angus Fletcher method. Results have been published in Harvard Business Review, the Annals of the New York Academy of Science, and has been featured in interviews by the BBC, Jordan Peterson and Martha Stewart.

Fletcher wrote “Creative Thinking: A Field Guide to Building Your Strategic Core” specifically for the Army, which has become a best seller, and is #1 in the Amazon category for Leadership Education. Our research project rigorously applied these methods and discovered a statistically significant increase in the demonstrated creativity of the treatment population compared to the control group and in the students’ assessment of the importance of creativity to their success as a leader. Effects achieved after a 2 hour experiential classroom experience, that required a 2 hour train-up of skeptical faculty to deliver the lesson.

#### **Summary of follow-on efforts:**

1. CGSC is expanding its Creativity curriculum for AY 2025 for more leverage
2. Strong connection between “AI partnering and Creative Storytelling techniques (see example)
3. Prof Fletcher was invited to brief the CJCS and J Staff after his successful training of these methods throughout SOCOM, JSOC, JSOU, USASOC, and Fortune 50 companies.
4. His materials are being translated by the Chinese equivalent of RAND.
5. The methods have been applied successfully in Army field units (Special Forces)
6. The lessons and methods were modified for local context and use by the Army EOD school, and successfully delivered and positively received by the students and faculty, with design and faculty prep delivered at a distance by the CGSC team to the EOD school.
7. Papers and presentations made to civilian academics and practitioners through the Association for Business Simulation and Experiential Learning (ABSEL; absel.org), which spawned several partnership projects to help several colleges adapt the lessons for their use in their business, marketing and leadership curricula.
8. Developing a program for outreach to University of Copenhagen and the TrueStorytelling Institute to fuse the creative energies of Fletcher’s Storythinking with the ethics-based leadership transformation of the TrueStorytelling process (truestorytelling.org)

9. Developing a collaboration with the Waters Center for Systems Thinking to fuse the creative energy of storytelling to the rigorous application of Systems Thinking principles espoused by the Waters Center (in-progress)
10. Implementing creativity insights into Dr Trent Lythgoe's program for improving professional writing at CGSC

**Resources:**

**Documents: (attached)**

- 1) Fletcher's Field Guide to Creativity: A Handbook for Army Leaders (free public distribution authorized by the author)
- 2) Fletcher's paper published in the annals of the New York Academy of Science, describing the theoretical basis for the methods
- 3) Fletcher's short Harvard Business Review article describing "Three ways to boost your team's creativity".
- 4) An example of the use of "Storythinking with an AI Writing Partner to Generate a Strategic Plan for Army University for the implementation of AI across PME" (went from blank sheet of paper to finished product in 2 hours)

**Links:**

- 1) **Army University sponsored EXSUM briefings about the Creativity Study**
  - a. **Dr Rich McConnell**
    - i. In depth summary of the 2022 Creativity study (11 min)  
<https://www.youtube.com/watch?v=F1VczkoGV7A&pp=ygUdVVMgQXJteSBVbml2ZXJzaXR5IENyZWZlZGF0aXZpdHk%3D>
    - ii. The short version of the thesis (3:16) <https://www.youtube.com/watch?v=reItPjVOkLA>
  - b. **Dr Trent Lythgoe:** describing the Writing Study  
<https://www.youtube.com/watch?v=4UzfvPNDmW0&pp=ygUoVVMgQXJteSBVbml2ZXJzaXR5IHVyZW50IGx5dGhnb2Ugd3JpdGluZWw%3D%3D>
  - c. **Dr Ken Long:** explaining the Consensual Assessment Technique (7:38)  
<https://www.youtube.com/watch?v=14hb1q0a9Dc>
  - d.
- 2) **Youtube videos produced by the project, demonstrating outreach techniques and concepts:**
  - a. "How we trained Army Officers to be more creative" (1:27)  
[https://www.youtube.com/watch?v=hn\\_x\\_kSjBLA](https://www.youtube.com/watch?v=hn_x_kSjBLA)
  - b. "You WILL win" (4:21) <https://www.youtube.com/watch?v=Z9DkOKYG-7o>
  - c. "Napoleon, Clausewitz Say What?!" (5:05)  
<https://www.youtube.com/watch?v=RUY748Wnti4&t=12s>
  - d. "Harper's Ferry: a Military case study" (5:47) <https://www.youtube.com/watch?v=e8u4BlejST4>
  - e. "How to Battle Like George Washington" (4:36)  
<https://www.youtube.com/watch?v=TtZTRxCLk64>

POC for this panel and for those interested in partnering, collaborating or learning more:

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