

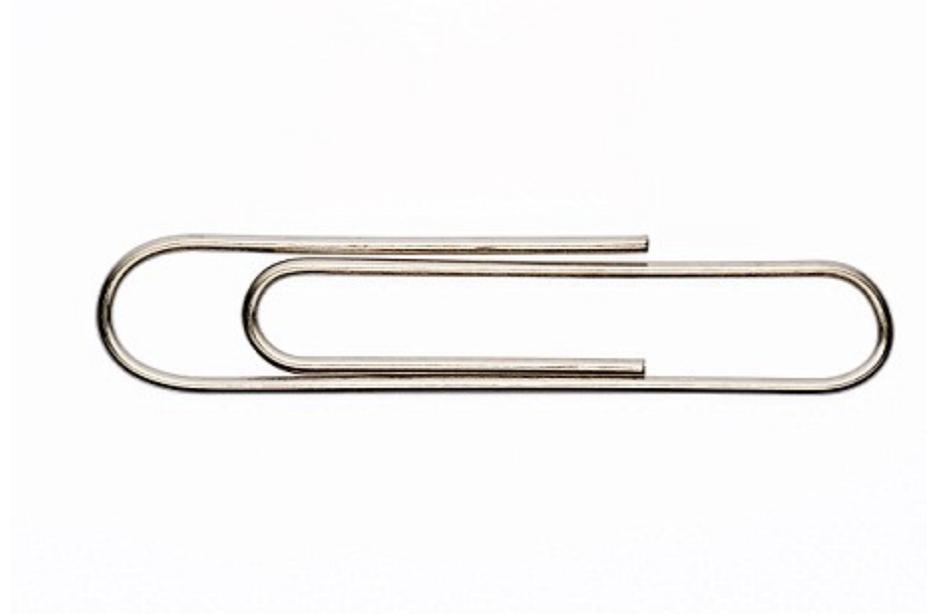
*Should building creative  
competencies be central to  
researcher development?*

Dr Mary Beth Benbenek



# Alternative Uses Test

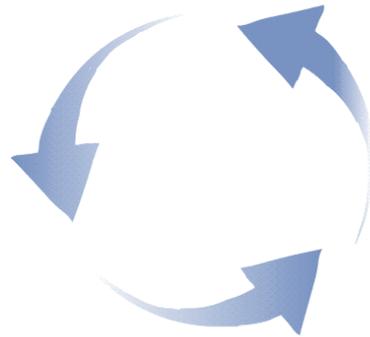
Write down as many uses you can think of for a **paper clip**.



You have two minutes.

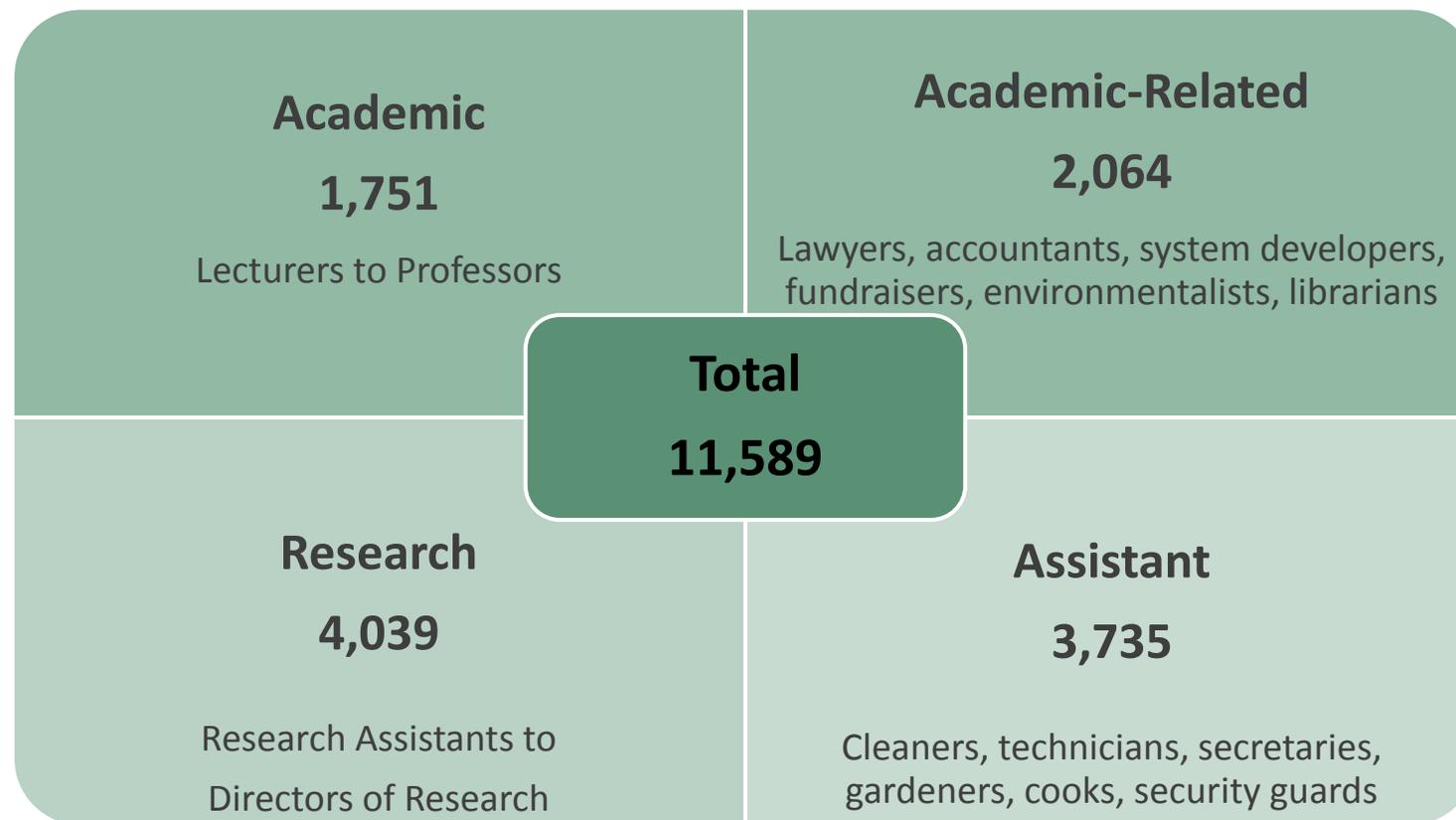


**Careers Service  
Postdocs**



**OPdA**  
Office of Postdoctoral Affairs

  
**PdOC**  
Postdocs of Cambridge



## *The People Strategy*

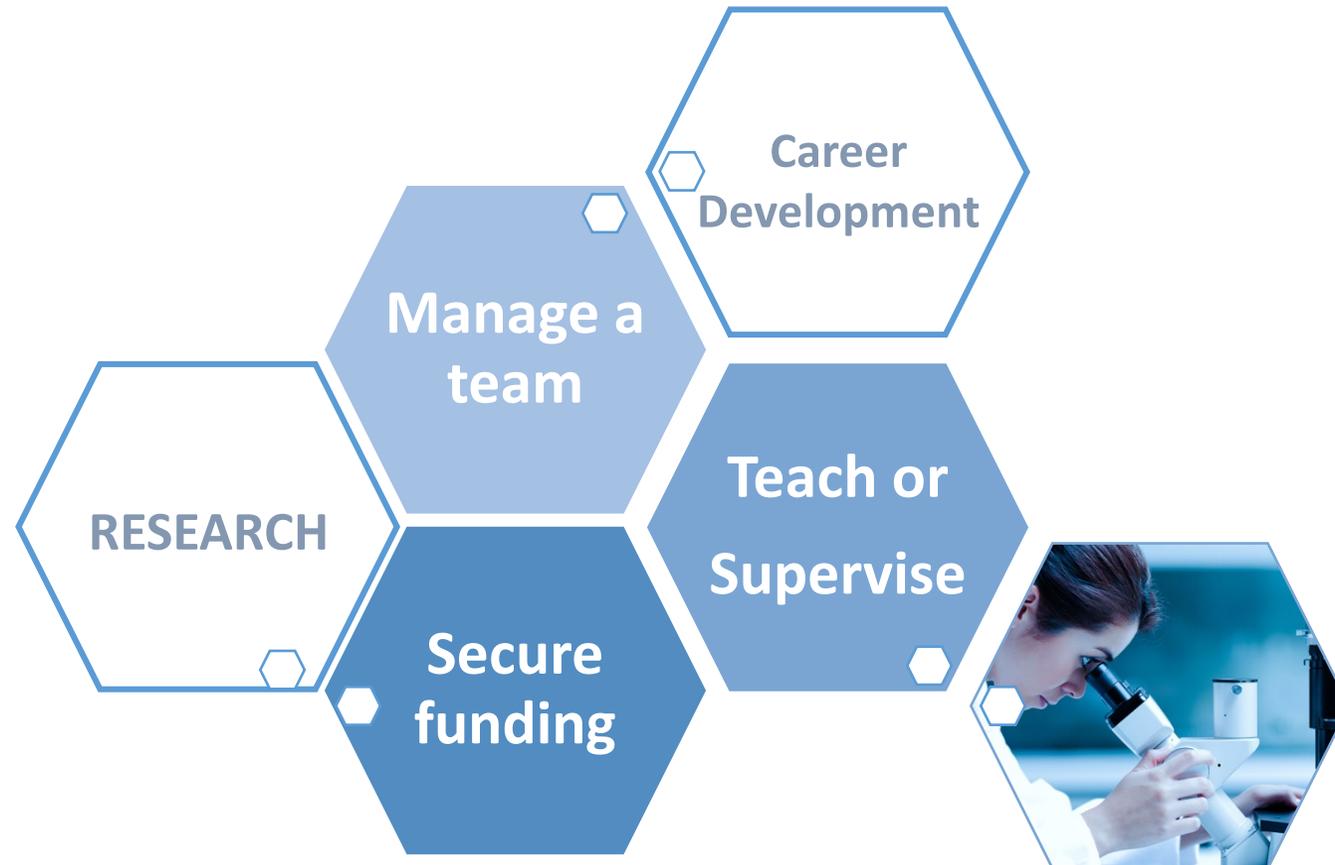
*“Our principal goal is to remain one of the world’s leading universities in an increasingly competitive global higher education sector. The only way we can do this is by attracting the best people and **providing them with an environment in which they will thrive.**”*

- Professor Eilis Ferran FBA,

Pro-Vice-Chancellor for Institutional  
and International Relations



# Postdoc-ing

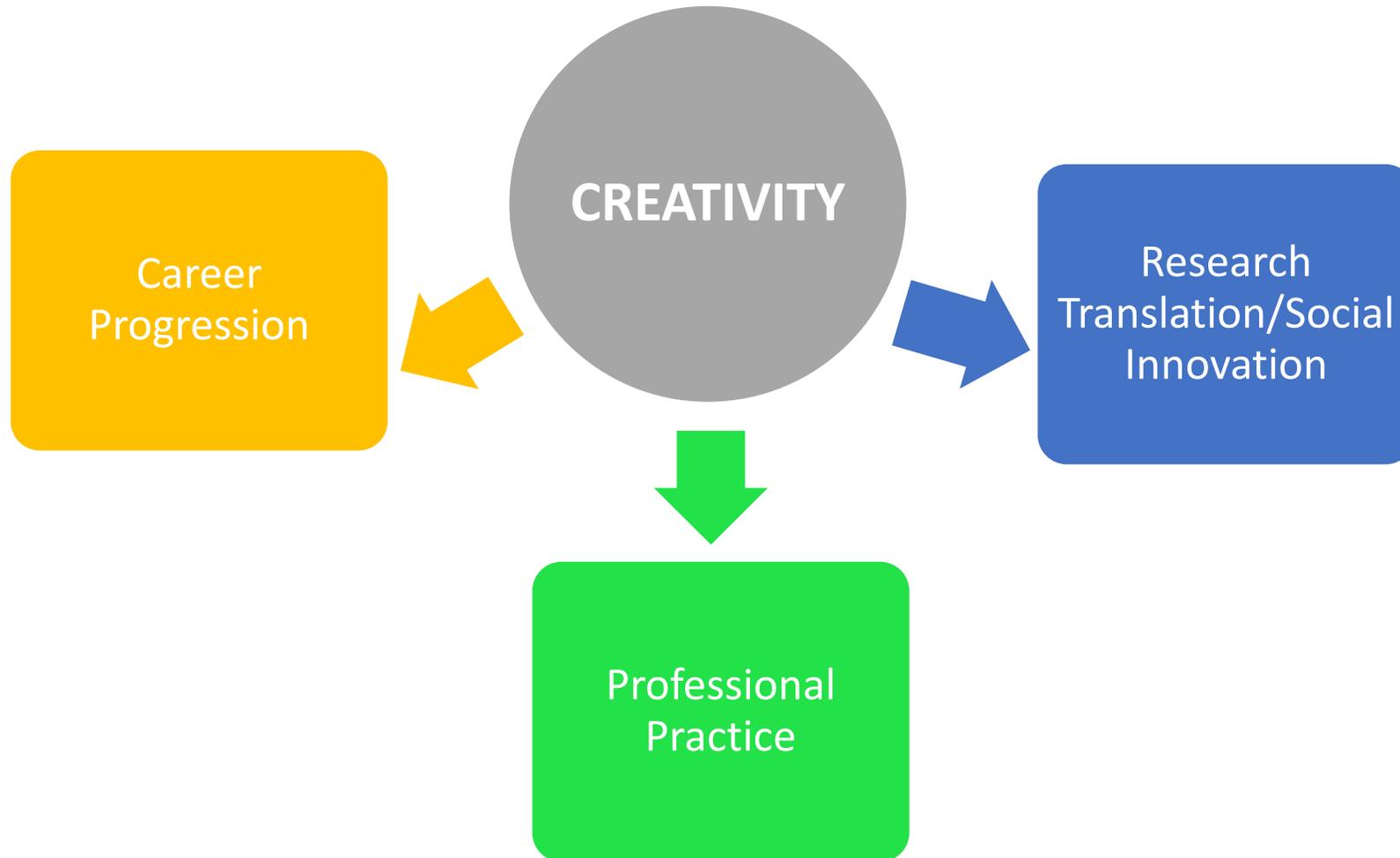


“Most people fail not for lack of talent but for lack of imagination.”

- Bill Burnett & Dave Evans,  
*Designing Your Life*  
Stanford d.school



# Applied Creativity



# Potential Outcomes

- Help postdocs further unleash their creative potential.
- To use creativity as a catalyst.
- Enable postdocs to imagine multiple possibilities and future avenues.

“Newfound creative confidence changes how people think about themselves and their ability to have impact on the world.”

- Bill Burnett & Dave Evans,  
*Designing Your Life*