The ability to be creative is critical in today's rapidly changing world. We now operate in a complex and chaotic ecology where our identity and survival is tied up in improvising knowledgeable answers to largely unanticipated problems. It has been argued that the solution to these concerns is an increased emphasis on creativity. Creativity lies at the heart of innovation, in an ability to see things differently, and of making new connections, of exploring new frontiers of knowledge and enterprise. In this talk, Dr. Mishra will explore the meaning of creativity—how it is defined and explore some strategies for developing, nurturing and supporting creativity—both individually and in organizations. The role of new technologies in enhancing the creative process will also be explored. Dr. Mishra will illustrate these ideas with multiple examples / case studies from the world of business, psychology, and education.

The Broad College of Business at Michigan State University invites you to join us for the next Business and Bagels seminar. These seminars provide a setting for our faculty and staff to share recent and compelling research and unique information that may benefit the local business community. Each month will feature a different presenter and current topic of interest. We welcome you to attend one of our upcoming Business and Bagels sessions.

**CREATIVITY, WHY AND HOW?**

**Wednesday, December 14, 2011**

**Punya Mishra, Ph.D**

**Professor of Educational Psychology & Educational Technology**

**College of Education, Michigan State**

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**Schedule**

- **7:30 a.m. - 8:00 a.m.** Bagels
- **8:00 a.m. - 9:00 a.m.** Business
- **9:00 a.m. - 9:15 a.m.** Q&A

**Registration:** Call (517) 353-8711 or go to www.broad.msu.edu/edp

**Cost:** $25 per person

**Location:** The James B. Henry Center for Executive Development
3535 Forest Road (next to the University Club of MSU and Forest Akers Golf Course)

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