**Assessment 2- Critical Essay 2000 words- 50%**

**Requirement:**

Critically review an example of creativity in the workplace, using appropriate theoretical perspectives to support your analysis. Assess how and why it has made a difference in the industry and consider future possible development. *(Learning Outcomes Assessed: 1 & 2)*

**Guidelines**

**Step 1**

Identify an example of creativity that has led to innovation in work practices, processes or products. Ideally, you should choose something that has had a significant impact upon your chosen industry. Briefly describe what it is and what effect it has had. If appropriate, illustrate with pictures.

**[250 words]**

**Step 2**

Analyse its impact on the industry, drawing upon key theoretical models and perspectives from the course.

How has the industry been influenced or affected by the innovation?

How did the industry/organization respond to it?

What do organizations do differently now, as a result of the innovation you have been discussing?

**[1200 words]**

**Step 3**

Assess any future development that might lead on from this.

Where do you think this development could lead?

What improvements could be made?

How might things change again in the future, as a result of the innovation you have been discussing? [your chance to be creative – try out your own ideas here]

**[550 words]**

Draw upon theories/literature on creativity, mindsets, innovation and innovation types, culture, change, leadership, emotional and spiritual intelligence etc.

Submission Information:

* Your submissions should be a critical evaluation and not purely descriptive in nature.
* The use of the ideas of others without acknowledgement (plagiarism) will be reported.
* You must incorporate relevant and current academic theory as appropriate.
* You should demonstrate a high level of independent study/ thought.
* Specific assessment criteria can be found on the following page

DEADLINE: 16 DECEMBER 2019