**PD 4: Unit 5 Simulation Reflection**
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**Situation/Task**

In my simulation assignment, I chose the Creative Director role at an advertising agency. My job was to oversee all the new ad campaigns, and we needed to make a pitch to a new luxury goods client. This pitch needed to include a new idea for commercial and print advertisements and a new tag line for the product. My first task was to decide how to approach the project after clearing my schedule for the day.

**Action**

I chose to approach the project by announcing an open brainstorming session for anyone at the company that wanted to participate. My goal was to bring together a diverse group of people from different departments to enhance the creative process through diversity and abrasion.

I decided to begin the meeting by telling everyone involved that this would not be a normal brainstorming session and the every idea that gets proposed would be openly, publicly critiqued. Since the usual form of brainstorming encourages team members to be non-judgmental, a lot of time is wasted generating ideas that are not useful to the problem the team is trying to solve. I was trying to encourage creative abrasion by encouraging critique.

After getting the team's buy-in to use open critique of new ideas, I facilitated the brainstorming session by asking for ideas and then asking for criticisms of those ideas. I decided to do this to mediate the idea generation and criticism to keep a structure to the meeting and avoid the risk of creative abrasion becoming interpersonal abrasion. If someone is too judgmental of a particular idea ends up affecting or harming the person whose idea it was, their relationship could suffer and the situation could redirect the focus of the group.

The discussion proceeded, however I was unsatisfied by how things were going, so I encouraged the group to employ particularization. I prompted them to highlight what was unique about this advertising campaign, the product, and its target user market instead of highlighting what its similarities were to past projects. I did this to try to avoid categorization (creating a connection between a new phenomena and an old one) and explore the unique traits of the situation, planting seeds for new ideas.

**Results**

The result of deciding to open a brainstorming session for anyone at the company likely increased the diversity and creative abrasion of the group, however it also had the effect of

generating a group that exceeded the maximum number of member for productivity. In the future I will try to keep this in mind in any situation where I need to make groups.

Choosing to use an open-critique style brainstorming session likely also created creative abrasion and this is a tactic that I will try to use in the future. It did prompt some hesitant looks from team members who were not familiar with the practice though, so hopefully it didn't create any interpersonal abrasion.

Facilitating the brainstorming session by asking for ideas and then asking for criticisms of those ideas likely had the effect of encouraging the creative thinking process as well as giving it some structure. I will try to use this method in the future as well, but will be wary that it may give too much structure to the conversation and impede creative thinking if overused.

Encouraging the team to use particularization when thinking about the problem probably resulted in a better creative thinking process by breaking some ties with similar past problems. I will keep this in mind for the future as well.