



For a smart company

In the video that **THD** shares this month, **José Antonio Marina** asked himself about the intelligence and tells us about his research on how the mechanisms of creativity work. He concludes that the mechanisms of creativity follow a single scheme, and that this is the same whether to create a work of art, to invent techniques to innovate or to organize a business.

At this optimistic point, Marina introduces as a relevant factor in its investigation the effect that exerts the social environment to block or encourage intelligence and creativity. The same effect can be applied to organizations: the environment marks the becoming and the future joint intelligence capacity that can reach a company.

He defines as intelligent enterprise one in which a series of not necessarily extraordinary people working in a certain way can achieve extraordinary results. Interesting: We're talking about how culture affects -way of being- the company.

Highlights the importance of **measuring the rate of innovation in the organization**. And here we step forward to speak once again about our measurement tool **InnoQuotient**, Innovation Culture index -developed by teachers and Joe Rao Jay Weintraub, which it is providing much to the organizations who perform it. Find more information in innoquotient.com.

Finally, Marina specifies that the formula that defines a smart company combines: the talent of its individuals +how they communicate+ A certain emotional atmosphere + a special type of leadership. We can only agree because we keep talking about the culture of organizations and the weight of their emotional capabilities.

In conclusion, I invite you today to two curious glances from the hand of The Fun Theory...



The piano stairs
The world's deepest bin

We remind you that this month you will find on our website a new video of our friends **Digital Thinking Heads**. Thank you for sharing knowledge with all of us! (This month available only in Spanish)

José Antonio Marina – ¿Qué es la empresa inteligente?

