## LDoc Creative Economy Engagement Fellowships

## LDoc And The Creative Economy

The London Doctoral Training Centre (LDoc) is a specialist doctoral training centre that focuses on Design research for innovation in business, social and community contexts. A collaboration between three of the UK’s leading Design research universities: Kingston University, the University of the Arts London and the Royal College of Art, LDoc works with a number of partner organisations, including Sense (the national deafblind charity), TfL and The Design Museum developing practical, real-world projects led by doctoral students. Together these demonstrate different ways in which Design acts as a driver of innovation and creativity in business, in societal and community contexts, and in policymaking.

The LDoc doctoral projects exemplify how Design is inherently inter-disciplinary and industry focused, making it a potent bridge across creative and STEM disciplines. In this way, the LDoc training centre enables research-led impact across the creative economy, and impacts the full range of industrial sectors, from healthcare and biotechnology to robotics and computer science. The LDoc partnership champions the need to equip early career researchers with skills that can enhance the creative economies within a changing landscape.

## Fellowship Vision: Personal and Organisational Processes to Increase Innovation and Creativity

Creative Leadership is a central part of innovation in the 21 st Century and is an emerging area of research at the Helen Hamlyn Centre for Design (HHCD) and for the RCA. It brings together creative methods in from the field of design with those from business leadership. Our current research has looked at what are the personal and professional barriers to creativity, at who are the leaders of today, at what is missing within leadership practice, and most importantly, at how design can make a difference in the leadership landscape.



This is an exciting opportunity to work in an important field to create personal and organisational transformation globally. Lead by Rama Gheerawo, the HHCD’s Director, this work builds on the expertise the Centre has acquired working on over 250 projects with over 140 organisations drawn from business, government and the public sector. It evolves ideas drawn from Inclusive Design and Design Thinking.



There are three themes that have resulted from our research and together, they frame Creative Leadership. These are:

**Empathy:** this is not only the hallmark of a 21 st century leader, but is at the heart of Inclusive Design theory and practice, something that the Centre has a 26 year history in defining and implementing.

**Creativity:** a creative mindset needs to be matched with an understanding of creative practice in order to define problems and address issues. The methods and tools of design can help enable this.

**Clarity:** this is a typically underrated idea, but it brings focus, directness and understanding to almost any personal or professional situation. Clarity can help transform a person’s empathic and creative practice.

The successful fellow will join a team that have completed five-years worth of ‘action research’, with workshops delivered across the globe from the USA to the Far East for everyone including designers, business people, marketers, academics, policy makers, civil servants and entrepreneurs.

Possible roles and responsibilities could include:

- Working with the existing HHCD team to conduct the next chapter of Creative Leadership research, working with industry and third sector organisations to conduct primary research

- Working with The HHCD to develop primary tools, methods and processes for measuring an individual’s or an organisation’s level of Empathy, Creativity and Clarity

- Bringing together social science or scientific practice with that of design theory and praxis to deliver novel new ideas through rigorous research with organisations and individuals

- Working with individuals and organisations who want to be the change-makers of tomorrow

- Seeing first hand how academic research can effectively transfer into business practice.

- Creating an implementable set of outcomes with the potential to disseminate through appropriate platforms working under the supervision of the HHCD Director

- The opportunity to be mentored by the HHCD Director and senior staff

At the heart of Creative Leadership are some very simple ideas: that everyone has leadership potential, not just the loudest or tallest people in the room; that design can play a leadership role in addressing business concerns as well as social issues; and that the creativity is something that we all have and should develop to positively impact ourselves, our work and those around us. Our definition of design is the ‘act of creating … together’ and Creative Leadership can teach anyone the methods and the essence of design within a few hours allowing them to benefit from creative practice.

The ideal output will include:

* A report outlining the research undertaken on Creative Leadership
* A set of methods developed from the research
* A contribution to a publication i.e. paper, journal article or book chapter

**Research Feedback**

Participants from business, academia and the third sector who have been in an RCA Creative Leadership session typically report that they:

* acquired the knowledge to transform your innovation practice
* developed personally as a creative leader
* underwent positive self-reflection for effective change
* felt supported by the workshop activities which helped to embed learning
* acquired new working practice to develop their innovation standpoint both personally and organizationally – that they could use the very next day

Creative Leadership sessions are designed to last a few hours, days or even span a few months, depending on the need of the organisation.

**Further Details**

Six months fixed term

Full time (35 hours per week)

Based at the Helen Hamlyn Centre for Design, Hester Road, RCA Battersea Campus

Fellowship contact: Rama Gheerawo (rama.gheerawo@rca.ac.uk) please submit applications directly to this person

**Deadline for applications: 22nd November 2018**

Starting date: 1st January 2018

## Benefits Of An LDoc Creative Economy Engagement Fellowship

* Opportunity to undertake a short research project as part of a design research consortium that offer research expertise and a strong network of business, industry and cultural partners
* Mentor (with an academic or industry/leadership focus)
* Opportunities to mentor/supervise a current PhD student
* Career development support
* Opportunities to present work and contribute to a publication to showcase the impact of LDoc’s design research projects
* LDoc organised events enabling networking and idea sharing
* Early career researcher training
* £36,102 to £39,197 per annum, pro rata salary
* Up to £5,000 contribution to travel, conferences, and research outputs
* Work space and studio access
* IT provision and library access

## How Fellowships Will Be Selected

1. Applicants should submit a completed Application Form and Equal Opportunities Form to the fellowship contact by the deadline.
2. Applications will be scored by the criteria outlined Application Form, using the AHRC grading criteria, and the applicants with the highest scores will be invited to interview.
3. The successful applicant will be offered the position by 7th December, and will need to confirm their acceptance by 13th December.