

# SÉMINAIRE

—> **de recherche** <—

**JEUDI  
02  
OCTOBRE**

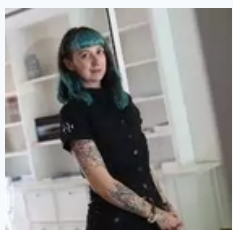
**12H15  
SALLE 103  
ZOOM**

**EDITH PRAT  
(CERAG, UGA)**

**ROMAIN RAMPA  
(ÉTS MONTRÉAL)**

**EMILIE RUIZ  
(USMB, IREGE)**

EXPLORING THE  
ROLES AND USES  
OF TEMPLATES IN  
FACILITATED ONLINE  
CREATIVITY  
WORKSHOPS-  
AN AFFORDANCE-  
BASED APPROACH



Every innovation, whether technological or organizational, requires the generation and development of creative ideas, which often need to be shaped and refined collaboratively (Amabile et al., 1996; Parmentier et al., 2024). However, as highlighted by numerous studies in cognitive sciences and innovation management, generating creative ideas collectively is neither easy nor intuitive (Kohn & Smith, 2011 ; Agogu   & Parguel, 2020). Recently, researchers have begun exploring the impact of context and socio-material arrangements on team creativity. Studies have shown that the design of physical spaces (Cartel et al., 2019), objects, and methods employed (Rampa & Parmentier, 2024) play a crucial role in shaping creative processes. Facilitation is also a key element in shaping creativity, particularly at the collective level (e.g. Wr  bel et al., 2021). Facilitation is commonly defined as a set of practices through which a neutral individual, both in terms of relationships and content, helps a team achieve desired outcomes by providing structure, processes, and guiding interactions (Wr  bel et al., 2020). Specifically, several elements characterize facilitation as a general practice and are considered essential, although they remain insufficiently defined in literature. These elements include the importance of neutrality in fostering a climate of trust (Bens, 2012), the use of various methods, sequences, and material tools, such as templates, to frame and guide the creative process, and the management of group dynamics, including social and political aspects (Rampa & Parmentier, 2024). (...)