

Management Y

an outline

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Management Y

- ★ **instant application**
- ★ **test run: I like / I don't**
- ★ **the bigger idea**

Instant application

- ★ **being present: take time and take space**
- ★ **step out of the comfort zone**
- ★ **creating value: appreciation and inspiration**
- ★ **share: what is urgent for you?**

test run: I like / I don't

**theatre hub: synthesis of a performance work and a start up:
space and working processes**

underlying question:

- ★ **How is it, that I experience more creativity and courage for the unknown in nowadays start up's than in the theatre spaces?**
- ★ **How can a theatre work enable itself through start up concept's and how can a start up enable itself through performative concept's?**

outlining urgencies and questions



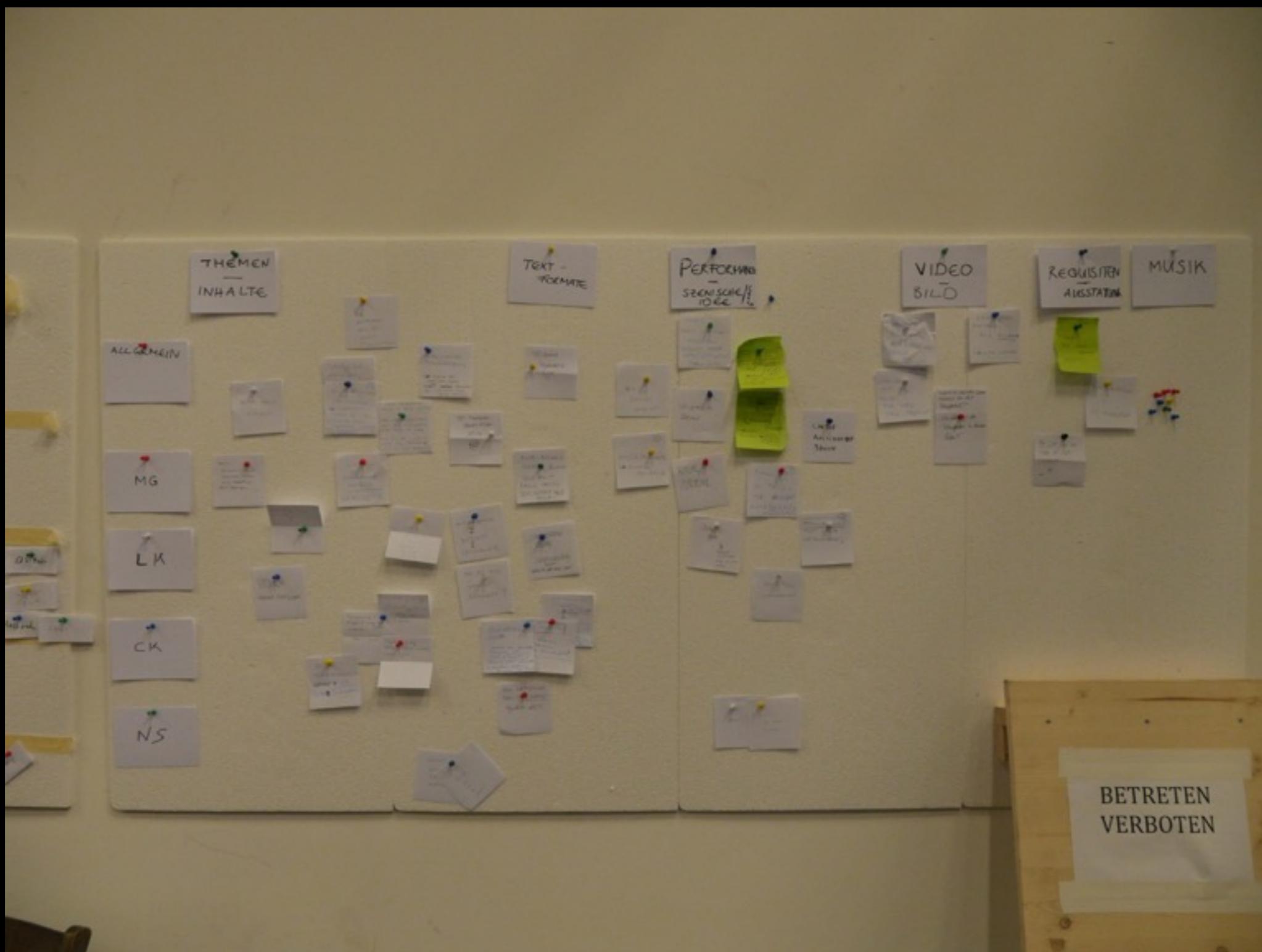
synthesis of a theatre space and a co-working lab



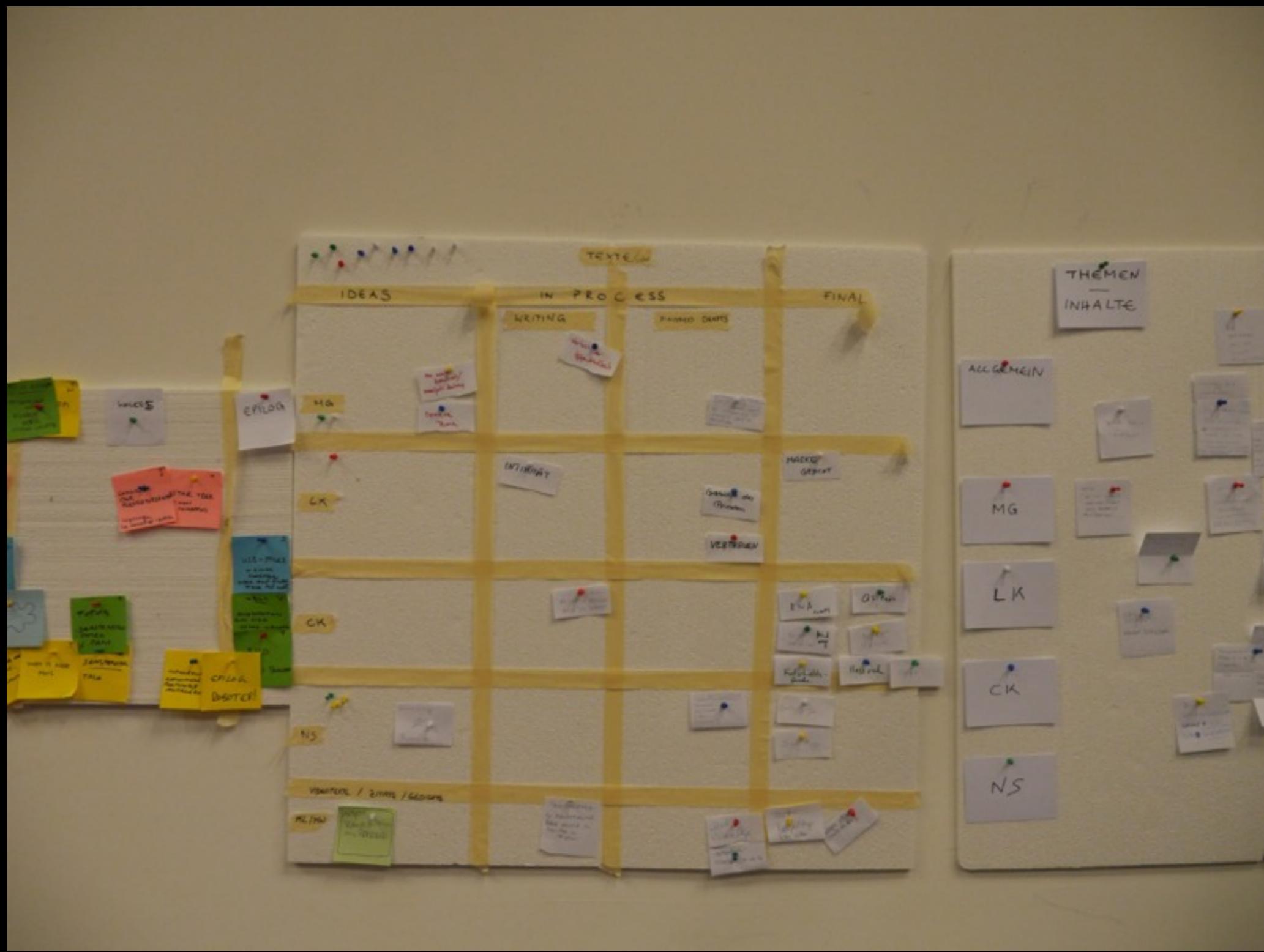
synthesis of creative work processes



board 1 „storage space“: collection of ideas



board 2 „process portrayal“: artistic evolvement



board 3 „performance portrayal“: performative product



<http://nd-blog.org/>

the bigger idea

- ★ **Y**
- ★ **Management**

Y

from the point of view of a white, mid-european, mid twenties, privileged, university student, female person

★ Who are we?

- ★ entering the job markets
- ★ the first generation to grow up with the internet
- ★ growing up internationally
- ★ loved and the center of attention
- ★ getting the best
- ★ free to go into any direction
- ★ having nothing to lose
- ★ oriented towards the future
- ★ team players: we know we can't make it alone
- ★ being fulfilled surpasses the money value

★ What do we want?

- ★ Meaning
- ★ Trust
- ★ Flexibility
- ★ Feedback
- ★ Eye to eye communication
- ★ Wanting in into the bigger idea
- ★ To change the world

★ What do we give in return?

- ★ Passion
- ★ Commitment: All in
- ★ Loyalty
- ★ Fun
- ★ Creativity
- ★ Inspiration
- ★ Resourcefulness

Management X and Y

theory Y

co-worker
co-student

human beings
who want to achieve
an extraordinary contribution
to something big

intrinsic motivation
hungry people

supportive
enables potential
meaning
from eye to eye
serving leadership
create creative spaces
absorb bureaucracy

self-responsible
outgrowing oneself

Management

conception of
the human being

governance

working method -

co-worker
co-student

human beings are lazy and
need strong
extrinsic incentives

rank and authority
target and surveillance
predetermined processes

subordinate
to get through
with minimum effort
trying to please
adapt to something

theory X

inspired by Douglas McGregor (psychologist, MIT 1960)

Closing Statement:

**Just because an arts university implicates creativity in it's title
we can't take creativity for granted.**

It's a tough mission.

Question:

**How can we learn from „Google X“ and create
an institutionalized laboratory where we don't
go from „1 to n“ but from „0 to 1“?**

**If that doesn't happen at an arts university,
where else?**