



Don't worry, be happy

At a time when Prime Minister Kevin Rudd is calling for greater productivity, Melbourne innovation specialist Amantha Imber says organisations should be aware that happy employees are more likely to be productive.

Imber, who is chief executive of consulting firm Inventium, writes in her book *The Creativity Formula* (Liminal Press, 2009) that managers underestimate the effect that emotions have on employees' productivity as well as their creativity.

"Our emotional state ... has a big impact on our ability to think creatively," she writes. Imber cites a study from Pennsylvania State University which examined the impact of moods on coming up with ideas.

Researchers divided participants into two groups, happy and sad, and when participants were asked to write down new ideas, happy participants came up with almost 50 per cent more ideas than their glum counterparts.

**Unhappy workers:
Emotions have a big
effect on productivity
and creativity**