

# Are creativity and innovation a passion for you?

**Do your academic activities focus on the use  
of creativity or on innovation in organisations?  
Do you have a project related to the Creative Economy?  
If so, you could be eligible to one of the**

## **Benoit Duchesne Foundation Bursaries!**

**This year, the Benoit Duchesne Foundation offers bursaries  
of 2 000\$ or more to HEC Montreal's students**

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### **The Benoit Duchesne Foundation**

The Foundation perpetuates the life's work of Benoit Duchesne, a former HEC professor who died in 1989. In his will, he made a donation to HEC Montréal towards the creation of a fund to be used to stimulate research, development and concrete actions in the field of applied creativity and innovation in organizations.

A divergent thinker, eternally curious, fascinated by anything and everything, always looking for ways to do things differently to improve the decision-making process and its outcomes, Benoit Duchesne liked to force his collaborators to see things differently and to experiment with alternative processes, in the ways they addressed problems and in their approach to solve them.

He always believed that a manager's efficiency was due to one's capability to develop and use all of his/her creative faculties, which then allowed that manager to find innovative solutions to any problem one might encounter.

He also believed that, too often, university teaching only used or emphasized the hypothetical, deductive and logical skills of their students. Finally, he believed that management education focused too often on the acquisition of knowledge and too little on the development of abilities, and that such training called upon too much on the rational side of managers and not enough on their intuition.

He stated that his role was to do his best to help in establishing equilibrium between these two functions. This is why he actively promoted applied creativity and creative thinking skills as legitimate development areas in university management studies' programs. The Foundation exists to perpetuate this quest.

**So be one of those who will receive bursaries of at least 2 000\$  
for this academic year!**