

Entrepreneurship, creativity, and innovation

The Role of Creativity

- Creativity
 - The generation of ideas that result in the improved efficiency or effectiveness of a system
- Two important aspects of creativity
 - *Process*: Designed to attain a solution
 - *People*: Resources for the solution

The Nature of the Creative Process

- Creativity is a process that can be developed and improved. Some individuals have a greater aptitude for creativity than others. All can learn.
- Typical Creative Process
 - Phase 1: Background or knowledge accumulation
 - Phase 2: The incubation process
 - Phase 3: The idea experience
 - Phase 4: Evaluation and implementation

Developing Your Creativity

1. Recognizing Relationships

- Looking for different or unorthodox relationships among the elements and people around you.

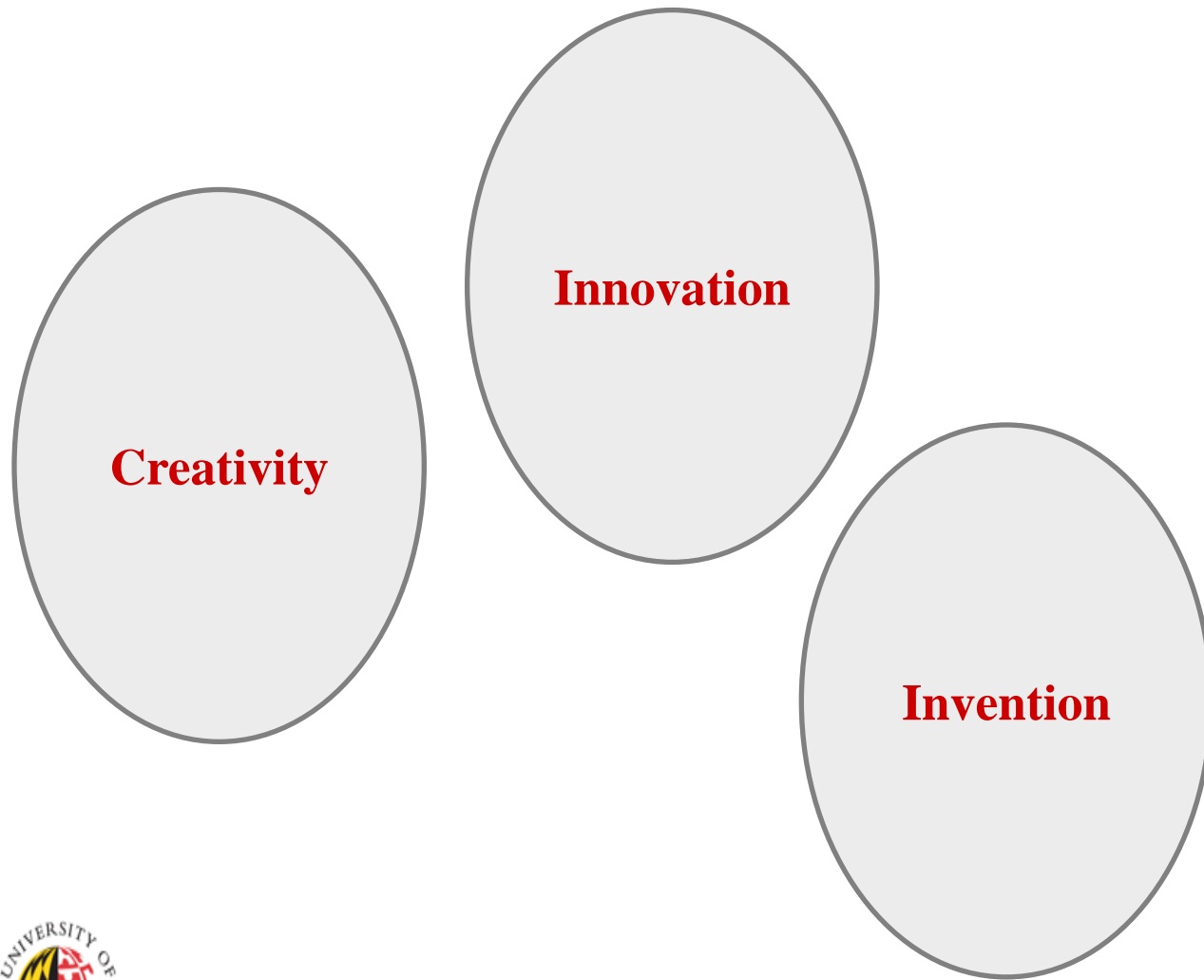
2. Developing a Functional Perspective

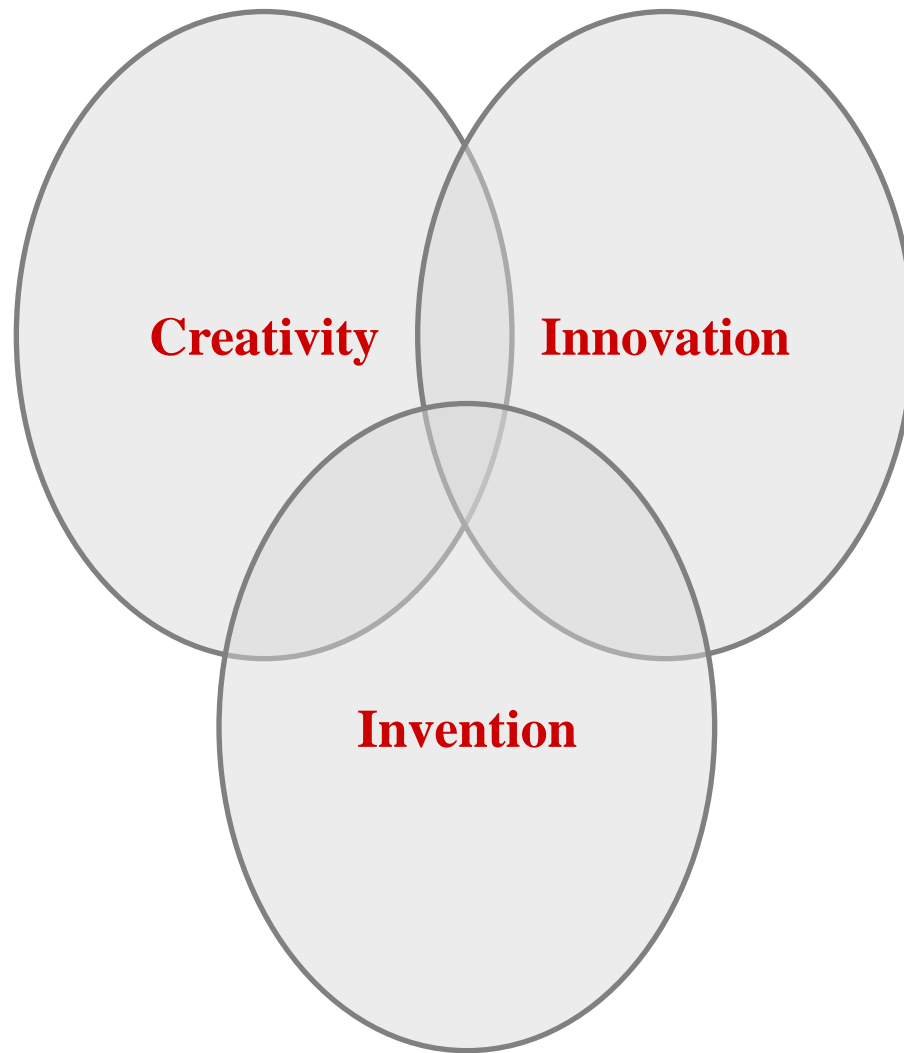
- Viewing things and people in terms of how they can satisfy his or her needs and help complete a project.

Developing Your Creativity

3. Using Your Brain

- The right brain helps us understand analogies, imagine things, and synthesize information.
- The left brain helps us analyze, verbalize, and use rational approaches to problem solving.





What is innovation?

- Classic definitions of *innovation* include:
 - The act of introducing something new (The American Heritage Dictionary)
 - A new idea, method or device (Merriam-Webster Online)
 - The successful exploitation of new ideas (Dept of Trade and Industry, UK)
 - Change that creates a new dimension of performance (Peter Drucker)

We will use *commercialized ideas* as our definition.

Summary

Creativity ignites Innovation

- Creativity is the ability to use the imagination to develop new things
- Creativity is an iterative process of:
 - Connection of disparate ideas
 - Discovery of opportunities and possible solutions
 - Invention as the application of discovery
 - Application in the feasible adoption of solutions.