Course Title

Entrepreneurship Development in Bangladesh

Course Code-BUS-301W

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LECTURE-1

Topics

- ✓ Concept of Creativity
- ✓ Types of creativity
- ✓ How to enhance creativity
- ✓ Creativity Process
- ✓ Barriers to creativity
- ✓ Ways to improve creativity

- **Creativity**

Creativity is the ability to generate, explore, or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, or entertaining ourselves and others. It involves thinking beyond conventional boundaries, connecting seemingly unrelated concepts, and expressing originality.

Types of creativity

1. Artistic Creativity: Found in music, writing, visual arts, and performance.

2. Scientific Creativity: Involves discovering new theories, methods, or inventions.

3. Everyday Creativity: Problem-solving in daily life or coming up with clever ideas for routine tasks.

4. Entrepreneurial Creativity: Creating new business ideas, products, or services.

- Creativity

How to Enhance Creativity:

1. Engage in brainstorming sessions.
2. Explore different perspectives and viewpoints.
3. Practice mindfulness and reflection.
4. Stay curious and ask questions.
5. Embrace failure as a learning opportunity.

1. **Preparation**

• **What happens:** Research, gather information, and immerse yourself in the problem or task.

• **Goal:** Build a foundation of knowledge and understanding.

• **Activities:**

- Read books, articles, or case studies.
- Observe related work or projects.
- Ask questions and brainstorm initial ideas.

Example: A writer researches historical events before starting a historical fiction novel.

2. Incubation

•**What happens:** Step back from the problem and let your subconscious mind work.

•**Goal:** Allow ideas to marinate without conscious effort.

•**Activities:**

- Take a break or focus on unrelated tasks.
- Go for a walk, exercise, or meditate.
- Sleep on it!

Example: A scientist takes a break from an unsolved problem and gets an "aha" moment while showering.

3. Illumination (Insight)

•**What happens:** The "eureka" or "aha!" moment occurs. The idea suddenly clicks.

•**Goal:** Capture the breakthrough idea or insight.

•**Activities:**

- Write down the idea immediately.
- Sketch a concept.
- Share the idea with a trusted peer.

Example: An inventor suddenly visualizes how two mechanisms can fit together to solve a problem.

4. Verification (Implementation)

- **What happens:** Test, refine, and bring the idea to life.
- **Goal:** Turn the idea into a practical reality.
- **Activities:**
  - Build prototypes.
  - Edit drafts.
  - Seek feedback and make improvements.

Example: A designer creates multiple drafts of a product before finalizing the prototype.

5. Iteration (Modern Addition)

•**What happens:** Review the outcome, refine it, and improve on the initial implementation.

•**Goal:** Optimize and perfect the creative output.

•**Activities:**

- Test results with an audience.
- Make adjustments based on feedback.
- Repeat the cycle if needed.

Example: A software developer releases a beta version, collects user feedback, and updates the software.

- Barriers to Creativity

Barriers to creativity are obstacles that prevent individuals or teams from generating innovative ideas or solutions. These barriers can be **internal** (mindset-related) or **external** (environmental or cultural factors).

1. Psychological Barriers

•**Fear of Failure:** Worrying about making mistakes or being judged can stifle creative risk-taking.

•**Self-Doubt:** Lack of confidence in one's abilities reduces motivation to explore new ideas.

•**Perfectionism:** Waiting for the "perfect" idea can prevent action altogether.

•**Fixed Mindset:** Believing that creativity is an innate talent rather than a skill that can be developed.

Solution: Embrace failure as a learning opportunity, build confidence, and adopt a growth mindset.

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2. Lack of Knowledge or Skills

•**Limited Expertise:** Insufficient knowledge about a topic can restrict creative exploration.

•**Lack of Creative Techniques:** Not knowing brainstorming tools or problem-solving frameworks.

Solution: Invest in continuous learning, experiment with creative exercises, and explore diverse fields.

3. Time Pressure

•**Rushing the Process:** Creativity often requires time for incubation and reflection.

•**Overcommitment:** Juggling too many tasks reduces focus and mental energy for creative thinking.

Solution: Allocate dedicated time for creative exploration and avoid multitasking.

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4. Environmental Barriers

•**Lack of Support:** A discouraging or overly critical workplace culture hinders innovation.

•**Rigid Structures:** Bureaucracy and excessive rules can stifle creativity.

•**Distractions:** Noisy or chaotic environments can make it difficult to focus.

Solution: Create a supportive, flexible environment that encourages idea-sharing and experimentation.

5. Cultural and Social Barriers

•**Conformity:** Fear of standing out or challenging societal norms.

•**Groupthink:** In teams, people may prioritize harmony over expressing unconventional ideas.

•**Cultural Expectations:** Some cultures may value routine and tradition over innovation.

Solution: Encourage open dialogue, celebrate diversity of thought, and foster psychological safety in teams.

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6. Lack of Motivation or Inspiration

•**Burnout:** Chronic stress or exhaustion reduces creative energy.
•**No Clear Purpose:** Without a compelling goal, creative efforts lack direction.
•**Routine Overload:** Repetition and monotony can dull creative thinking.
Solution: Take breaks, find inspiration in new experiences, and reconnect with your purpose.

7. Over-Reliance on Logic and Rationality

•**Overthinking:** Excessive analysis can kill spontaneous creative sparks.
•**Linear Thinking:** Relying only on step-by-step problem-solving rather than exploring abstract connections.
Solution: Allow space for free thinking, daydreaming, and playful experimentation.

Generating ideas is the cornerstone of creativity, whether for problem-solving, innovation, or artistic expression. Here are some powerful techniques to spark your imagination:

1. Brainstorming

•**What it is:** A group or solo activity where ideas are freely shared without judgment.

•**How to do it:**

- Set a clear goal or problem statement.
- Encourage wild ideas—no filtering at this stage.
- Write down everything that comes to mind.

•**Best for:** Generating a large number of ideas quickly.

Tip: Use a whiteboard or sticky notes to visualize contributions.

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2. Mind Mapping

•**What it is:** A visual diagram connecting ideas around a central theme.

•**How to do it:**

- Write the main idea in the center.
- Branch out into sub-ideas.
- Add images, keywords, and links.

•**Best for:** Organizing thoughts and exploring connections.

Tool: Try apps like **MindMeister** or **Miro**.

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3. Role Storming

•**What it is:** Brainstorming from someone else's perspective.

•**How to do it:**

- Choose a role (e.g., customer, competitor, famous innovator).
- Ask, "What would they do in this situation?"

•**Best for:** Breaking free from your usual mindset.

Example: "How would Steve Jobs approach this problem?"

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4. SCAMPER Method

•**What it is:** A structured framework for idea generation using seven prompts.

•**How to do it:** Ask questions based on these categories:

- **S**ubstitute: What can I replace?
- **C**ombine: What can I merge with something else?
- **A**dapt: How can I adjust this for another use?
- **M**odify: How can I change the design?
- **P**ut to another use: Can this be used differently?
- **E**liminate: What can I remove?
- **R**everse: What happens if I flip it around?

•**Best for:** Innovating existing ideas or products.

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5. Random Word Association

- **What it is:** Using unrelated words to inspire new connections.
- **How to do it:**
  - Pick a random word (e.g., “umbrella”).
  - Relate it to your problem or goal.
- **Best for:** Breaking creative blocks.

Example: “How can an umbrella inspire a new app design?”

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6. The Six Thinking Hats

•**What it is:** An approach by Edward de Bono for exploring ideas from multiple angles.

•**How to do it:** Assign each “hat” a perspective:

- **Blue Hat:** Process control (overview and organization).
- **White Hat:** Facts and data.
- **Yellow Hat:** Optimism and benefits.
- **Black Hat:** Caution and risks.
- **Red Hat:** Emotions and feelings.
- **Green Hat:** Creativity and alternatives.

•**Best for:** Analyzing ideas systematically.

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7. Design Thinking

•**What it is:** A human-centered, iterative problem-solving process.

•**How to do it:**

- **Empathize:** Understand user needs.
- **Define:** Clearly articulate the problem.
- **Ideate:** Brainstorm multiple solutions.
- **Prototype:** Build quick, rough versions.
- **Test:** Gather feedback and refine.

•**Best for:** Complex, user-centered challenges.

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8. Brainwriting

•**What it is:** Silent brainstorming where participants write down ideas instead of saying them aloud.

•**How to do it:**

- Everyone writes down three ideas.
- Pass them to the next person to build upon.

•**Best for:** Encouraging quieter team members to contribute.

9. Reverse Brainstorming

•**What it is:** Instead of solving the problem, think of ways to make it worse.

•**How to do it:**

- Ask, “How can we make this fail?”
- Then, reverse those bad ideas into solutions.

•**Best for:** Identifying overlooked weaknesses.

10. Storyboarding

•**What it is:** Creating a visual narrative to explore ideas step by step.

•**How to do it:**

- Sketch or outline key events or stages.
- Connect them in sequence.

•**Best for:** Planning creative projects, marketing campaigns, or product development.