*Creative thinking in business:*

There are so many examples of great innovative companies. Design thinking is one of the innovative areas of businesses. It is a mistake to tell that design is what looks like. Businesses and designers should not market only what looks good! And it’s not what it looks and feels. A design includes how it works also. There are so many other examples of innovations, e.g. personal computers, cars etc. Dell makes personal computers, but it is not their invention but also is an innovation. These innovations gave these companies the edge for providing better services and products to compete more effectively.

*Creative thinking in a team:*

We have teams in all workplaces. Although workplaces are busy, hectic and pressurized, innovation is required in all workplaces. Organizational leaders are desperate to understanding and promoting creative thinking and innovations.

-Creativity can be seen as the development of new ideas and applying those ideas in practice can be a lifeline of any workplace. Although creativity is found in individuals, implementation needs a team.

-Workplaces need creative people with wide knowledge and experience. Also, need to put them in a supportive environment.

-Innovative ideas can make people in work settings feel vulnerable. Pressure increases the rigidity of thinking. Colleagues who respond with aggressive questioning, joking or ignore the proposal can leave the innovator feels defensive. This reduces future flow of ideas.

To make a team creative, not only production, creativity needs to be emphasized. In that case, the key indicator of innovation in working teams is reflexivity. Team members should collectively recommend on team’s objective, processes, and strategies. Different teams of the same organizations also reflect on an issue collectively and improve production, sales, and mechanism etc.

If asked following questions we can tell how much creativity and innovation-friendly is a team.

a) Has the team clear, challenging and engaging objectives?

b) Is there strength of optimism and support?

c) Whether there is a pleasant, comfortable and attractive environment.

d) Whether the leadership of the team optimistic, inspiring and empowering etc.

*Innovation management process:*

It has following activities, which may occur in isolation also, setting the goals for the process, cooperation, combination of ideas, evaluation of innovation, testing the ideas, execution of innovation practically, the life cycle of innovation assessment etc.

-Dialogues effectively motivate and engage employees which include communication between departments, the collaboration between members of different departments also.

-A jam of innovation and as a result brainstorming is necessary. It enhances innovation process as a whole.

-People should not be forced to be innovative. It should be spontaneous. Incentives can be helpful to share creativity.

-A flexible and forgiving attitude among members, supervisors help innovation. When employees are punished for taking a risk, it is a danger signal to all the members not to be innovative.

-When innovations are tracked well by supervisors and managers, they generally promote innovations. Because they know innovation from employees can be beneficial for the company as a whole.

*Importance of intellectual property:*

# The intellectual property adds value to every stage of innovation and commercially important process. It is related to a literary or artistic creation and invention. Industrial design, trademarks, geo indications are involved with commercialization and marketing, licensing and all intellectual property rights. All SMEs and big organizations which innovate or invent something need to value intellectual property rights or other issues regarding this law. IP protection prevents competitors from imitating products or services.

# *Importance of record keeping in innovation:*

As we came to know SMEs and big organizations equally need innovation to make their products or services viable in the changing world of business. But not only encouraging innovation they need record keeping of innovation and creativity of their people and departments. This helps to monitor the innovation process. And supervisors can understand what kind of innovations are going on with the creative people, and departments. They can get better treatment from the company management. Management can track the negative innovation also.

# *Criteria of successful innovation:*

Successful innovations involve following things/criteria:

To be an innovation successful one it should be accepted by all the upper echelon or leadership and rest of all. When leaders understand the value of an innovation there is a greater success of the innovation. In a successful innovation, one of the critical elements is team support in establishing and standing up for your innovation.

-the skills and tools need to be available, so that repeated process can be possible.

-Communications need to continue to make the innovation successful. To do so, the innovation needs to be measured and entire organization can give the effort to make the innovation successful, not only an individual or a division.

-the market signals need to be positive with the innovation achieved to make it a successful one.

# *A valid and potential creative idea:*

It is required to find valid and potential ideas out of a large number of creative ideas. Not that all ideas are equally valid and of the same potential. In the brainstorm sessions, we usually find many ideas. The creative ideas which have potential they are practicable and accepted by the leadership and also by others in the long run.

Methods of selective creative ideas:

The creative ideas may be examined with below-mentioned questions:

-Will customers like it?

-Is it technically feasible?

-Will it make money?

There is a method called FAN method. The questions may be like below:

-Is it feasible? (For customers)

-Is it attractive? (For staff)

-Is it cheaper? (For Tesco)

The ideas which are easier better and cheaper are supposed to be good and can be approved according to company procedure.

Group evaluation method is another method to single out creative ideas. Each person has five ticks for every idea. The most ticked ideas are selected. But this is not a good idea every time. The discussion is also required. In some politically-oriented discussions some observed ideas may be overlooked:

-The secret ballot can also be our decision-making method. After the votes taken, group discussion can begin.

-The facilitator goes around the room and checks views of each person. It helps to take a decision.

-All the methods have their own merits and drawbacks.

A brainstorming process can help to take a good decision for a viable creative idea.

***Results of innovation:***

-Innovation performance: Past and current innovation performance can be compared. If the performance is better, then we can say that innovation result is good.

-Sustainable and profitable value: It is a measure of innovation result.

- Future expected innovation potential: a measure of capability in innovation result can also help to measure success or failure of innovation. Efficiency and effectiveness of capacity can say about innovation result.

-Activated capacity to realize the firm’s full growth can also be innovation result management criteria.