1. **What is creativity**
   * It is the ability to see into the future and generate ideas, solutions and innovations before they are needed.
   * It is the ability to solve your customer's or client's problems before they even realize the problem exists.
   * Is defined as a tendency to generate and recognize idea, alternative or possibilities that may be useful in solving problems,communicating with others and entertaining ourselves and others
   * Three Reason why people are motivated to be creative
     1. Need for novel,varied and complex stimulation
     2. Need to communicate ideas and values
     3. Need to solve problems
   * “The first step is imagination, the capacity that we all have to see something in the mind’s eye. Creativity is then using that imagination to solve problems—call it applied imagination. Then innovation is putting that creativity into practice as applied creativity”. -Sir Ken Robinson, Reading, Writing, and Creativity, Business Week, February 23, 2006
   * Four Components of Creativity by J. P Guilford and Ellis Paul Torrance are:
     1. Fluency : Production of ideas. The entire quantity of comprehensible, pertinent, and incoming ideas produced in response to the stimuli
     2. Flexibility : Production of different ideational categories
     3. Originality: The statistical rarety of the responses among the test subject
     4. Evaluation : Persistency on introducing details to products
2. **Explain the stages of creativity process**
   * The creative process is the evolution of an idea into its final form through a progression of thoughts and actions.
   * **Opportunity or Problem recognition :** The individual discovers that new opportunity exist or problem needs resolution
   * **Incubation Stage :** When the problem is internalized into unconscious mind. Or When you have finished actively thinking about your idea, the second stage is where you let it go. Part of creative thinking is taking a step away from your idea before you sit down to flesh it out.
   * **Insight :**  When the creative idea bursts from its preconscious processing to conscious awareness. The problem-conquering solution flashes into the person's mind at an unexpected time.
   * **Verification and Application :** Where the idea is consciously elaborated and then applied. The individual sets out to prove that the creative solution has merit. Verification procedures include gathering supporting evidence, using logical persuasion, and experimenting with new idea
3. **What is innovation? Explain types of Innovations**
   * Innovation is the change that adds value to an existing product or service.
   * Innovation is the implementation of new ideas at individual, group or organization level.
   * Innovation refers to an individual or organization creating new ideas, such as new products, workplace processes and upgrades to existing services or products.

**Types of Innovation**

### **Architectural Innovation :**

### Architectural innovation is simply taking the lessons, skills and overall technology and applying them within a different market. This innovation is amazing at increasing new customers as long as the new market is receptive.

### **Radical innovation:**

Radical innovation refers to the development of new products, services, or processes that are fundamentally different from existing ones and have a significant impact on the market or society. Examples of radical innovations include the internet, smartphones, electric cars, renewable energy, artificial intelligence, and blockchain technology.

**Disruptive Innovation**

Disruptive innovation, also known as stealth innovation, involves applying new technology or processes to your company’s current market. It is stealthy in nature since newer tech will often be inferior to existing market technology.

**Incremental Innovation**

Incremental Innovation is the most common form of innovation. It utilizes your existing technology and increases value to the customer (features, design changes, etc.) within your existing market. Almost all companies engage in incremental innovation in one form or another.

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