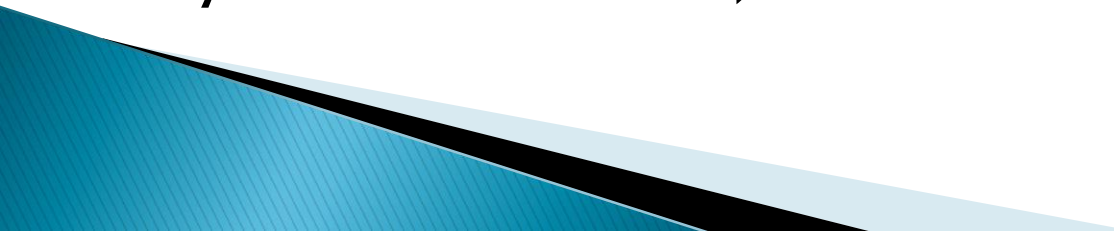


Entrepreneurial Skills

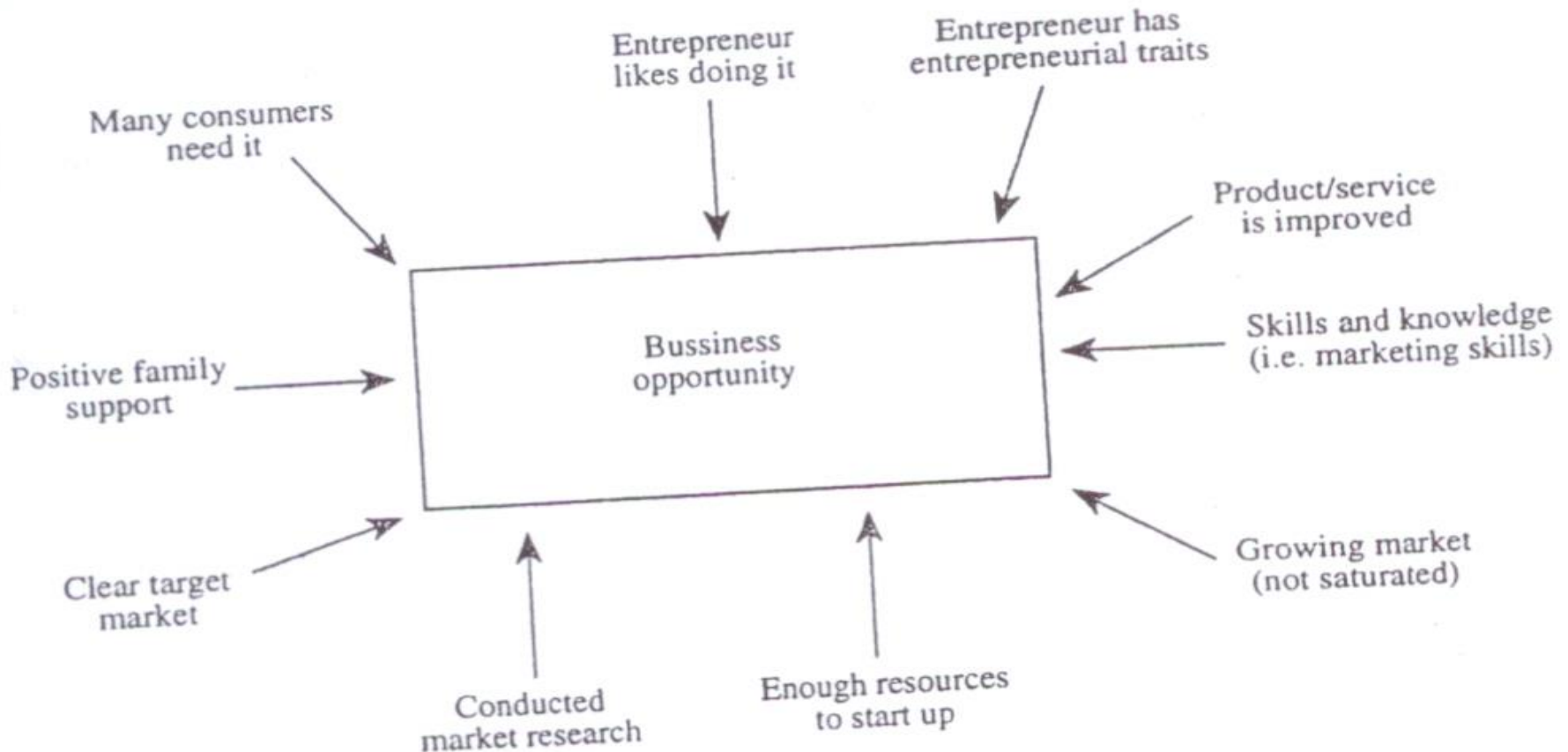
Creativity and Idea Generation



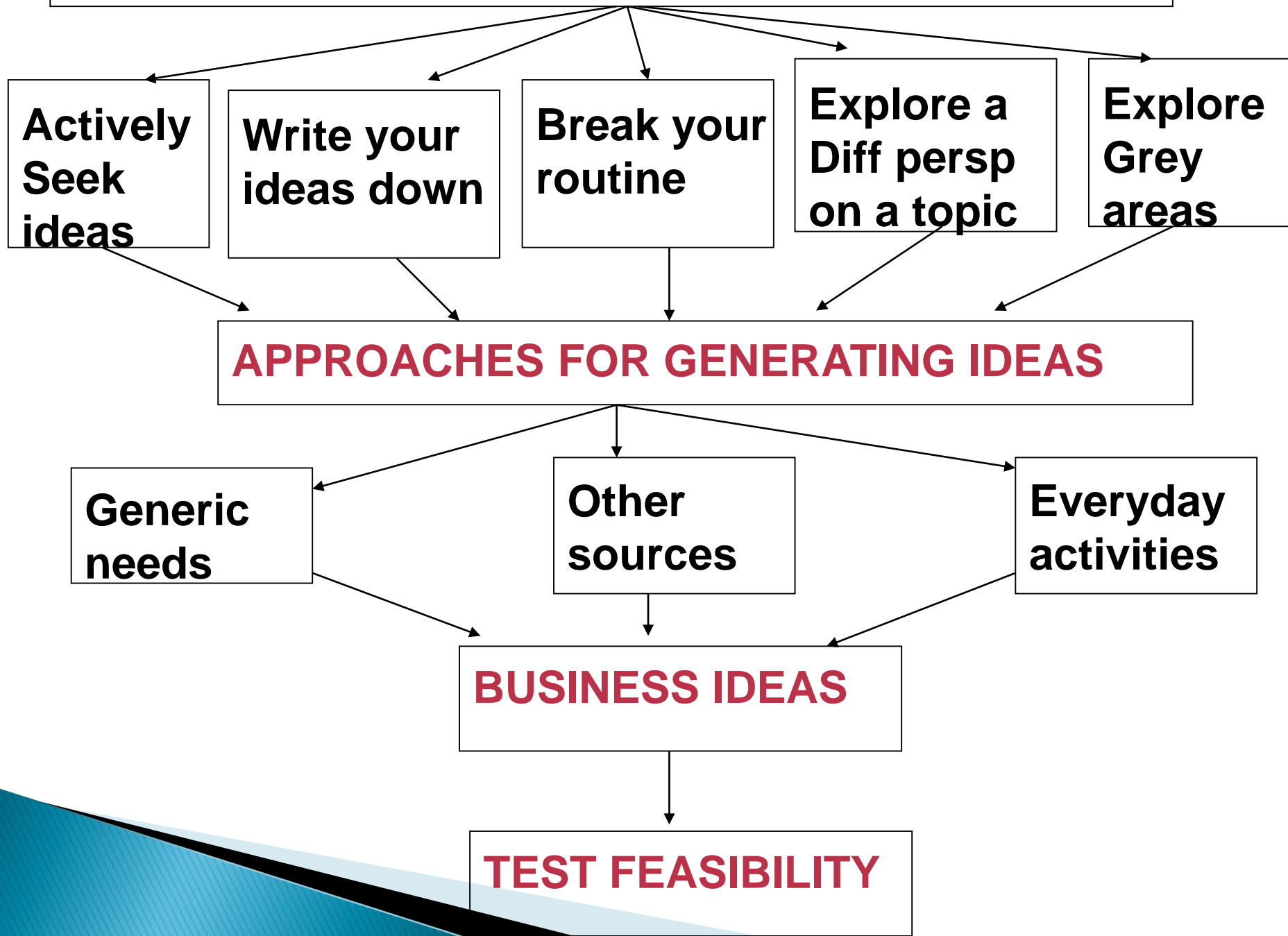
Innovation and creativity

- ▶ Creativity is the ability to bring about something imaginative or NEW.
 - ▶ Innovations: Improvements made to existing products through CREATIVE THINKING.
 - ▶ Creative thinking: Mental attitude of always trying to improve on existing products or services (can be done by always listening to your customers)
- 

Innovation and creativity



METHODS OF CULTIVATING A CREATIVE ATTITUDE



Ideas can be generated from.....

▶ **Everyday activities**

- Shopping
- Media
- Talking to people
- Household duties
- Watching children & babies
- Holidays
- Sports & hobbies

▶ **Other sources**

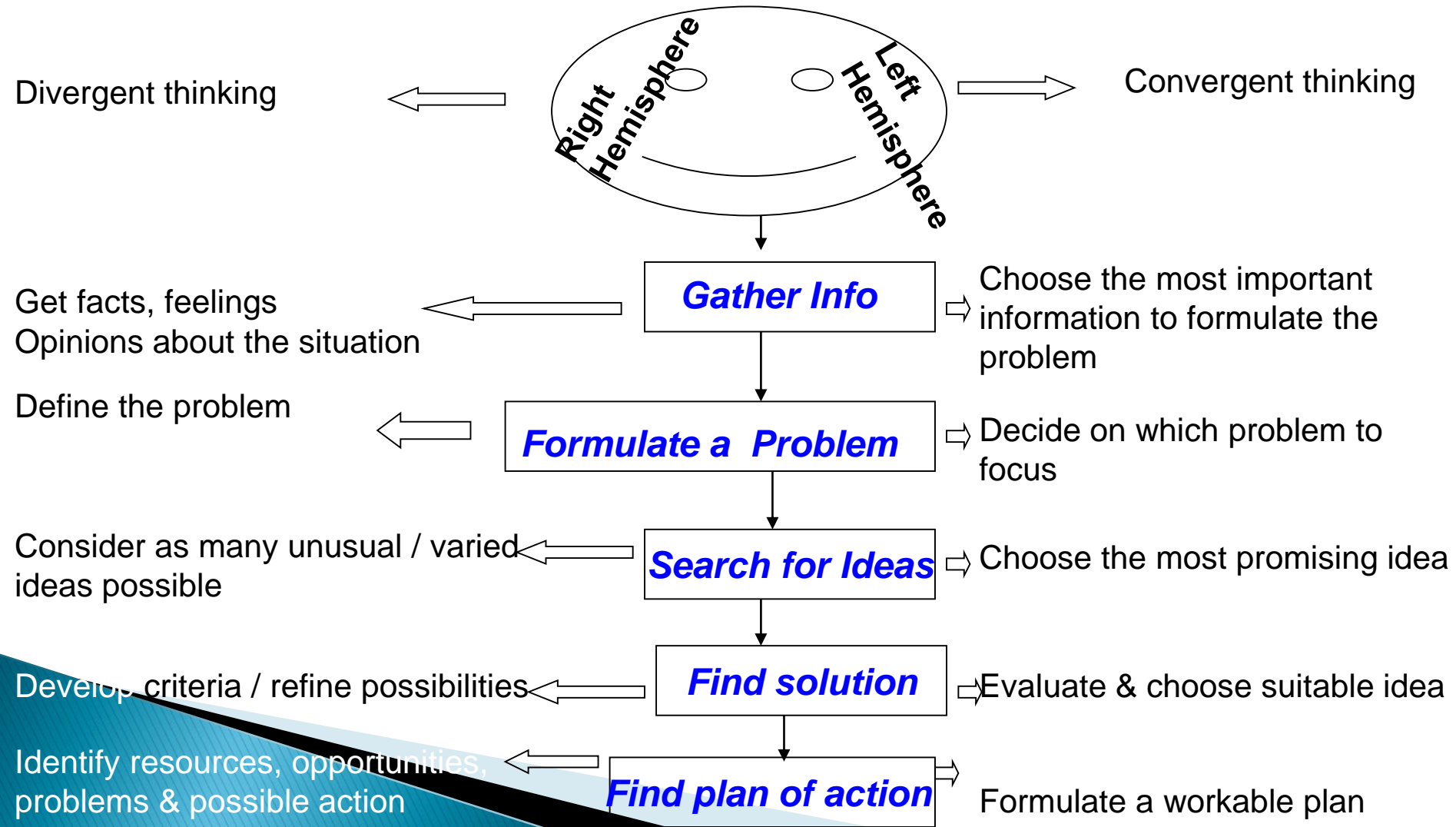
- Check foreign products
- Visit tourism facility
- Copy others
- Revive or modify an old product
- Visit trade shows
- Examine expired patents
- Examine import & export statistics

▶ **Generic needs** (Identify NEEDS; Match problems with products – find a SOLUTION)

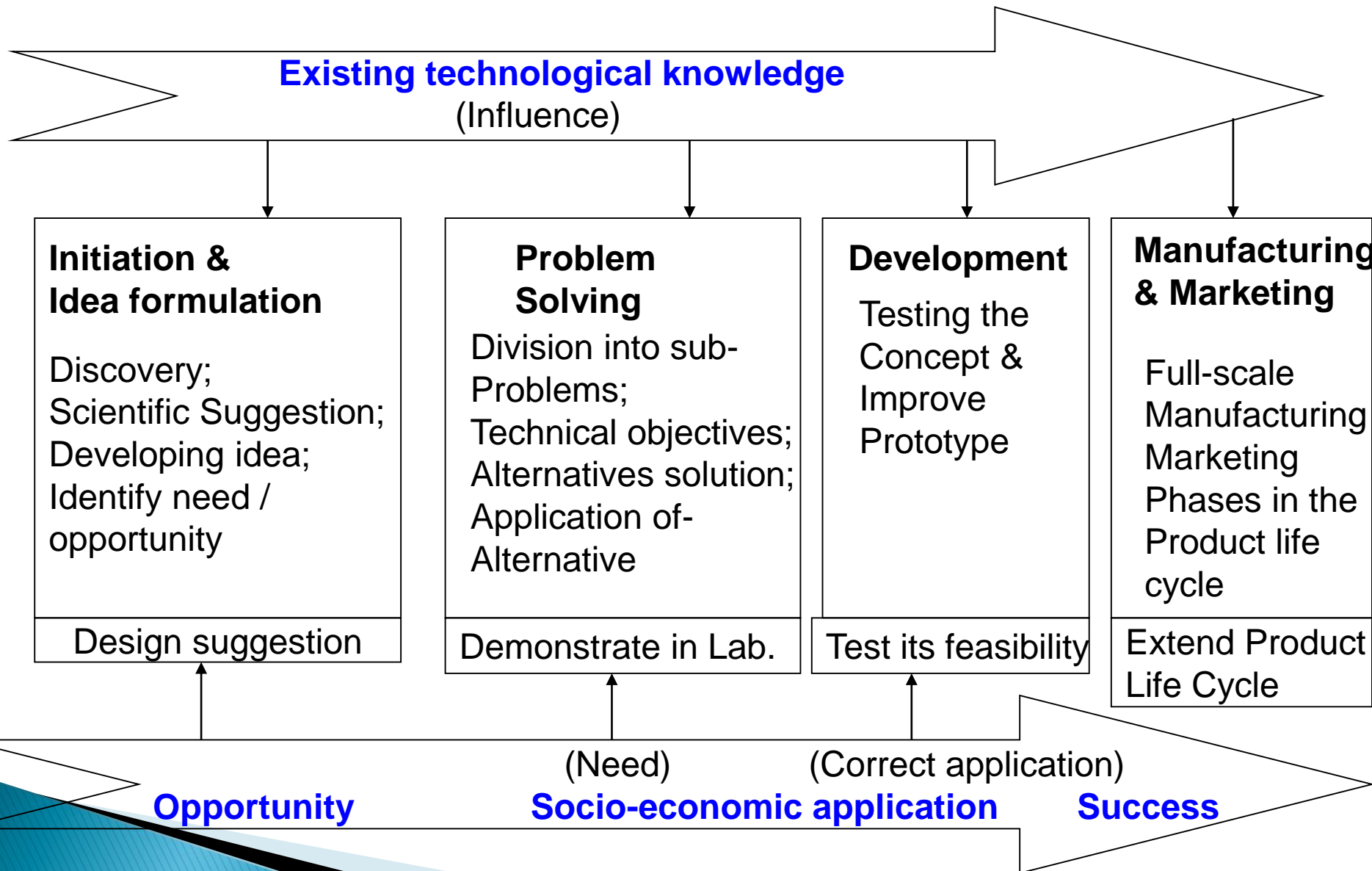
THE CREATIVE PROCESS



THE CREATIVE PERSON



THE INNOVATIVE PROCESS



Source: Adapted from Anon (1986:24)

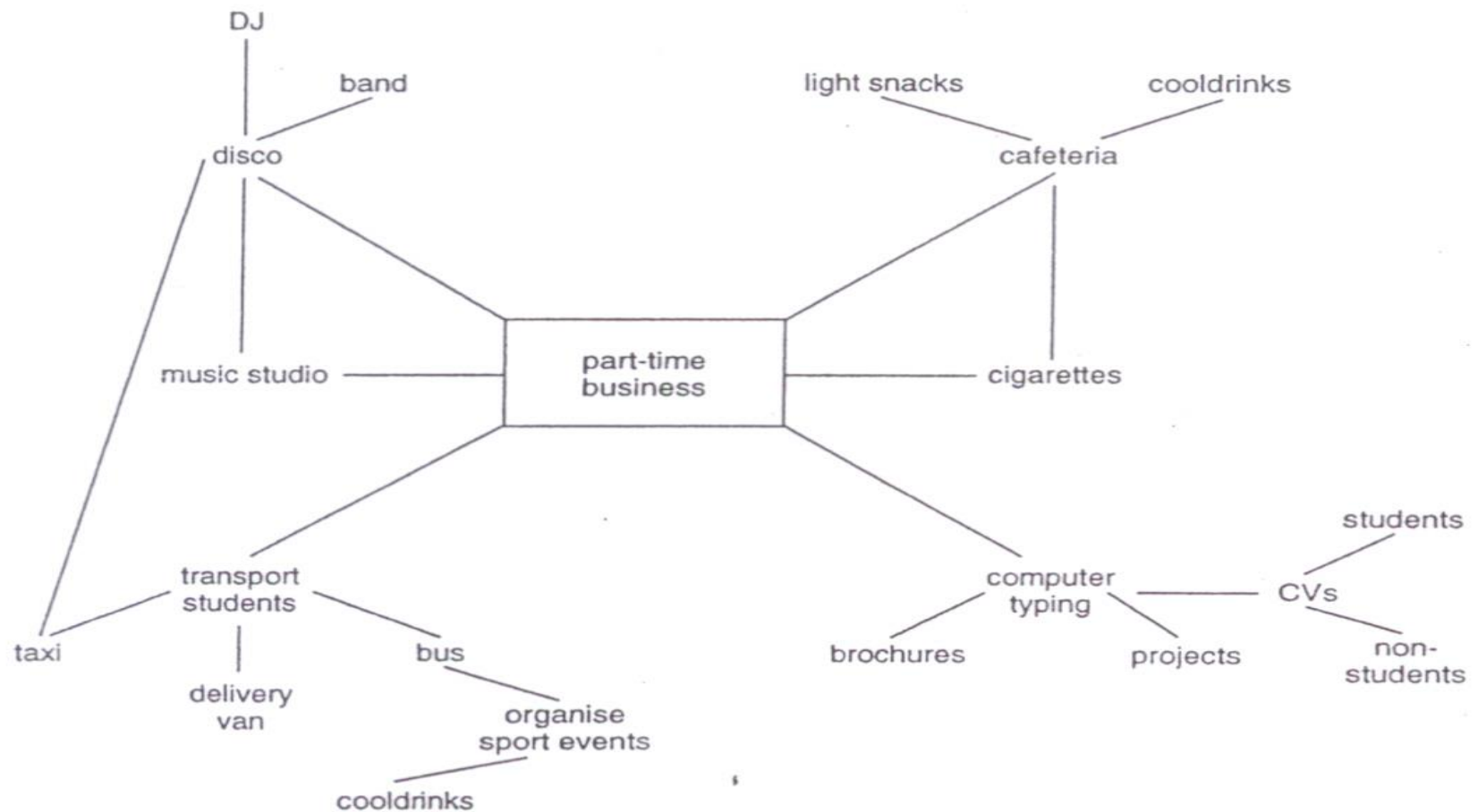
Class Activity

- ▶ List 5 activities that you perform on a daily basis. Now think of possible business ideas associated with each activity and write these down in the next column.
- ▶ E.g. Daily activity
 #Cook
 Small business idea
 #Take – away
 restaurant

Creativity methods

- ▶ The process of generating ideas or identifying opportunities can be improved by using different creativity methods:
 - Attribute analysis (Characteristics, Quality, Feature)
 - Problem redefinition
 - Manipulating existing products
 - Forced connections (Bread + Food)
 - Mind mapping (Write ideas & examine them later)
 - Brainstorming
 - Metaphorical analogy (Compare / link things that have no connection with each other)
 - CARRY BAD SMELLING SPRAY TO PREVENT PERSONAL ATTACK

Creativity methods



Protecting your ideas

▶ Secrecy

- Don't tell anyone about your idea – sign secrecy agreement

▶ Patents

- You can patent a brand new product that has never existed. License gives the you right to be a sole producer

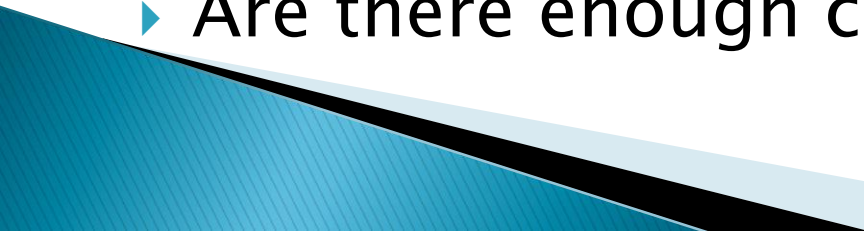
▶ Trademarks

- A symbol displayed on a product to identify its producer. Has to be registered to prohibit usage by any person.

▶ Copyright

- You cannot copy anything protected by copyright. E.g. music, written work, TV or radio broadcasts & films.

Characteristics of a good idea

- ▶ What people need
 - ▶ What are the things you enjoy doing
 - ▶ Capability to do the job involved
 - ▶ Is the product / service different from the existing one
 - ▶ Are there enough customers
- 

Matching ideas to personal resources

▶ Strengths

- Willingness to work long hours
- Understanding of customers, competitors, environment
- growth opportunities
- Do you know when you need help

▶ Contacts

- Who you know can influence the success of your business
 - Who can introduce you to possible customers, suppliers, bank manager?

▶ Finance

- Financial contributions? Id some of you own money that you can use.