

# Creativity and Innovation



# Creativity and Innovation

- **Creativity:** the ability to develop new ideas and to discover new ways of looking at problems and opportunities.
- **Innovation:** the ability to apply creative solutions to problems and opportunities to enhance or enrich people's lives.
- A recent survey by Adobe of people in the world's five largest economies reports that 80 percent of people believe unlocking creative potential is the key to economic and societal growth, yet only one in four people say they are living up to their creative potential.

# Creativity and Innovation

- Small companies can create powerful, effective competitive advantages over big companies by “out-creating” and “out-innovating” them!
- Some small businesses create innovations reactively
- Others create innovations proactively,
- Sometimes innovation is revolutionary,
- More often, innovation is evolutionary,

# Creativity and Innovation

- Entrepreneurial innovation encompasses not only new products and services but also new business models.
- Innovation must be a constant process because most ideas don't work and most innovations fail. One writer explains, “Trial—and lots of error—is embedded in entrepreneurship



# Creativity-Essential to Survival

- Creativity is not only an important source for building a competitive advantage but also a necessity for survival
- Entrepreneurs must always be on guard against traditional assumptions and perspectives about how things ought to be because they are certain killers of creativity.

# Can creativity be taught?

- Research shows that anyone can learn to be creative.
- “Every person can be taught techniques and behaviors that help them generate more ideas,” says Joyce Wycoff, author of several books on creativity
- Not only can entrepreneurs and the people who work for them learn to think creatively, but they must for their companies’ sake! “

# Creative Thinking

- Those who have learned to develop their right-brain thinking skills tend to do the following:
- Always ask the question, “Is there a better way?”
- Challenge custom, routine, and tradition.
- Be reflective, often staring out windows, deep in thought. (How many traditional managers would stifle creativity by snapping these people out of their “daydreams,” chastise them for “loafing,” and admonish them to “get back to work”?)
- Be prolific thinkers.
- Play mental games,
- Realize that there may be more than one “right answer.”

# Creative Thinking

- Understand that failure is a natural part of the creative process.
- Have “helicopter skills,” the ability to rise above the daily routine to see an issue from a broader perspective and then swoop back down to focus on an area in need of change.
- Relate seemingly unrelated ideas to a problem to generate innovative solutions.



# Barriers to Creativity

- The number of potential barriers to creativity is virtually limitless—time pressures, unsupportive management, pessimistic coworkers, overly rigid company policies, and countless others.
- Searching for the one “right” answer.
- Focusing on “being logical.
- Blindly following the rules
- Constantly being practical
- Viewing play as frivolous.
- Becoming overly specialized.

# Barriers to Creativity

- Avoiding ambiguity.
- Fearing looking foolish
- Fearing mistakes and failure
- Believing that “I’m not creative.”

# How to enhance creativity?

- Enhancing organizational creativity
- “Part of an [entrepreneur’s] role is to see the spark in his or her people, encourage its ignition, and champion its success.”
- HIRE FOR CREATIVITY
- ESTABLISH AN ORGANIZATIONAL STRUCTURE THAT NOURISHES CREATIVITY
- EMBRACE DIVERSITY
- EXPECT CREATIVITY

# How to enhance creativity?

- EXPECT FAILURE AND LEARN FROM IT
- INCORPORATE FUN INTO THE WORK ENVIRONMENT
- ENCOURAGE CURIOSITY



# Enhancing Individual Creativity

## How?