

Assignment: 04

Explain the following:

- **Identify the five steps in the creative process.**

The five steps in a creative process are:

1. **Preparation** – It is simply a prior work experience that is the background, knowledge and experience in the line of work. It can simply be said that it is the homework done before signing in the course of action.
2. **Incubation** – It is that stage in which the idea which he is looking to act on is occurred to his conscious or unconscious self by a deep or narrow ponder or by accomplishing any other chore. It is basically a trigger in mind regarding the idea.
3. **Insight** – The exploration and recognition of an opportunity by the past experience or sometimes initially is termed as insight. It is also called the *Eureka* moment. It is simply the realization of an opportunity and the steps to pursue it.
4. **Evaluation** – The stage in which analysis of idea regarding its feasibility and viability is done is called evaluation.
5. **Elaboration** – Working out on details and putting value by implementing it to shape it into its final form is termed as elaboration.

- **Describe the purpose of brainstorming and its use as an idea generator.**

The purpose of brainstorming is generating a semantic map based on the thinking and creative skills of a group of people by passing reactions to obtain the record of all the ideas and then getting the best fit of all by analyzation. When a group of people presents their views on the same specific topic, tracking out all the thick and thins, an idea is generated, thus making brainstorming an idea generator.

- **Describe how to use library and internet research to generate new business ideas.**

Consulting a librarian and discussing your agenda with him will help you extract out the best vials from the pool of knowledge as he, from his experience can guide and share the exact same resources you are looking for. These may be magazines, industry reports, trade journals or a simple book.

Talking about internet, there is a an ocean of info for whatever you need. Following the related tycoons, the experiences personals and watching videos, researching and surfing ill definitely lead us to a great business idea.

- **Describe the three steps for protecting ideas from getting lost or stolen.**

The three steps are as follows:

1. **Putting the idea in tangible form** – It refers to prepare an idea logbook, digital or physical to make it concrete. The log should be properly, and more importantly, regularly dated, should be properly inked and signed, and page numbers should be planted to make it qualify as a property right or trade secret.
2. **Should be secured** – It refers to the logbook or the drive to be secured and kept out of access from others. If digital, it should be password protected.
3. **Avoiding Enclosure** – The idea should not be disclosed, either voluntarily or unwittingly. Doing this can result in loss of idea or theft from people with evil gestures even after legal claim.