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 or opportunities to enhance or to enrich people’s lives.
Entrepreneurship

Entrepreneurship – the result of a disciplined, systematic process of applying creativity and innovation to the needs and opportunities in the marketplace.

Entrepreneurs connect their creative ideas with the purposeful action and structure of a business.
Failure: Just Part of the Creative Process!

- For every 3,000 new product ideas:
  - Four make it to the development stage.
  - Two are actually launched.
  - One becomes a success in the market.

- On average, new products account for 40% of companies’ sales!!
Can We *Learn* to Be Creative?

Yes!!

By overcoming paradigms and by suspending conventional thinking long enough to consider new and different alternatives!
Right-Brained, Creative Thinkers

- Always ask, “Is there a better way?”
- Challenge custom, routine, and tradition.
- Are reflective.
- Play mental games.
Right-Brained, Creative Thinkers

- Realize that there may be more than one “right” answer.
- See mistakes as pit stops on the way to success.
- Relate seemingly unrelated ideas to a problem.
- Have “helicopter skills.”
Entrepreneurship requires *both* left- and right-brained thinking.

- Right-brained thinking draws on divergent reasoning, the ability to create a multitude of original, diverse ideas.
- Left-brained thinking counts on convergent reasoning, the ability to evaluate multiple ideas and to choose the best solution to a problem.
Barriers to Creativity

- Searching for the one “right” answer
- Focusing on “being logical”
- Blindly following the rules
- Constantly being practical
- Viewing play as frivolous
Barriers to Creativity
(continued)

- Becoming overly specialized
- Avoiding ambiguity
- Fearing looking foolish
- Fearing mistakes and failure
- Believing that “I’m not creative”
Tips for Enhancing Organizational Creativity

- Expecting creativity
- Expecting and tolerating failure
- Encouraging creativity
- Viewing problems as challenges
- Providing creativity training
- Providing support
- Rewarding creativity
- Modeling creative behavior
Tips for Enhancing Individual Creativity

- Allow yourself to be creative
- Give your mind fresh input every day
- Keep a journal handy to record your thoughts and ideas
- Read books on stimulating creativity
- Take some time off
The Creative Process

Preparation → Investigation → Transformation

Incubation → Illumination → Verification

Implementation
Techniques for Improving the Creative Process

- **Brainstorming**
  - Goal is to create a large *quantity* of novel and imaginative ideas.

- **Mind-mapping**
  - A graphical technique that encourages thinking on both sides of the brain, visually displays relationships among ideas, and improves the ability to see a problem from many sides.

- **Rapid prototyping**
  - Transforming an idea into an actual model that will point out flaws and lead to design improvements.
Protecting Your Ideas

- Patent – a grant from the Patent and Trademark Office to the inventor of a product, giving the exclusive right to make, use, or sell the invention for 20 years from the date of filing the patent application.
The Steps to a Patent

1. Establish the invention’s novelty
2. Document the device
3. Search existing patents
4. Study search results
5. Submit the patent application
6. Prosecute the patent application

Establish the invention’s novelty

Document the device

Search existing patents

Study search results

Submit the patent application

Prosecute the patent application
Protecting Your Ideas

- Trademark – any distinctive word, symbol, design, name, logo, slogan, or trade dress a company uses to identify the origin of a product or to distinguish it from other goods on the market.

- Servicemark – the same as a trademark except that it identifies the source of a service rather than a product.
Protecting Your Ideas
(continued)

- **Copyright** – an exclusive right that protects the creators of original works of authorship such as literary, dramatic, musical, and artistic works.

- **Copyrighted material is denoted by the symbol ©.**