

## Process of Organisation Creativity

### What is it?

Now that you understand the process by which individuals solve problems and generate other ideas, it is time to think about how to apply that to your business. Read on to learn about how you can facilitate the generation of ideas, their selection, improvement and application [in your organisation](#).

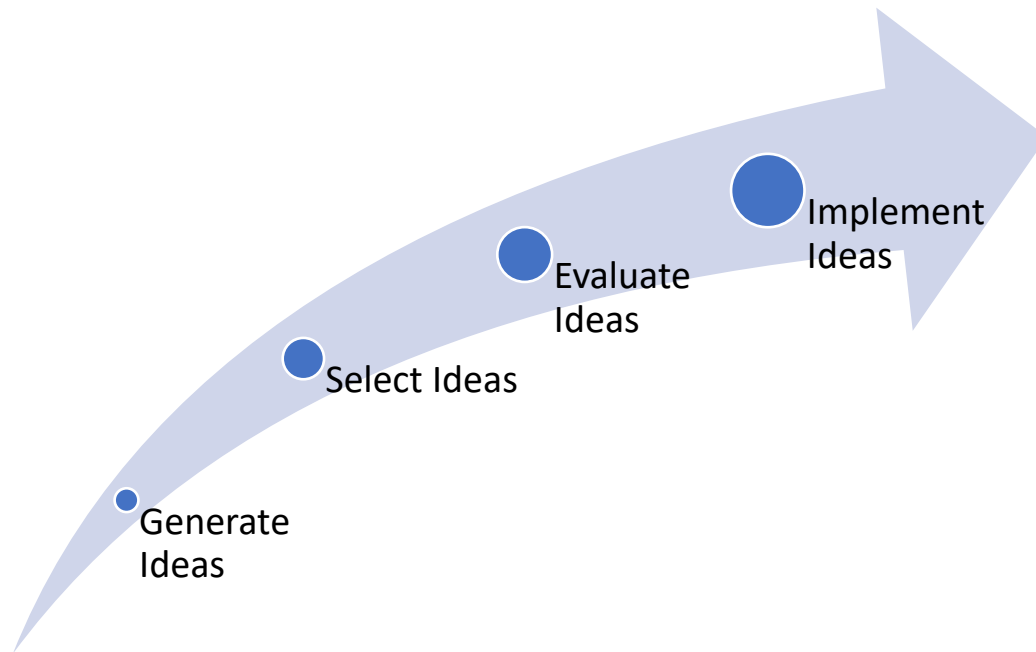


Figure 1: Managing organisational creativity

### How do I do it?

Phases	Description	How you do it
Generate Ideas	When you deliberately try to create ideas, sometimes called ideation	<p>Look at market research, feedback from customers, R&amp;D, technological, economic and social trends, information captured during the sales process, feedback from business partners, and organisations who support innovation.</p> <p>Carry out brainstorming map possibilities, identify problems (more detail below).</p> <p>Document all ideas and keep revisiting as you may use some in the future.</p> <p>Ideas are fragile when in their early stages. Try creating a submission format to keep them from bias e.g. 2 A4 pages with words and graphics where the submitter explains the idea and its benefits to the organisation, with research or data if available.</p>

Select Ideas	When you are trying to find a problem worth solving so you organise, filter and select all the ideas generated so you can focus on the best ones.	<p>The most difficult stage, this step requires a very different mindset, so many people might think that this kind of work is not creative, but in fact, it is. If we want to successfully finish any innovation process, running only the ideation step is useless.</p> <p>Keep reading to discover some tools you can use for this stage.</p>
Evaluate Ideas	When you develop a selection process by which you will judge and evaluate the ideas from the first two stages	<p>Ask yourself questions like is there market need? Is the idea technically feasible and/or economically feasible to implement and market? Is the market ready? Is the idea competitive? What is the profit or value potential? You may not be able to answer all those questions without doing more development of the idea.</p>
Implement Ideas	Put the idea into effect	<p>Put someone in charge of implementing the idea; estimate the resources required (people, time, money, equipment); free up people to work on it; make sure staff know the idea is valued.</p>