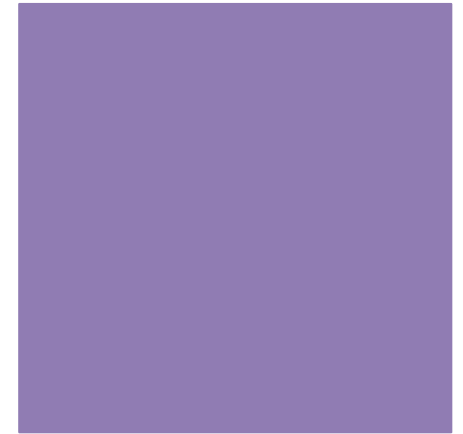# Creativity

Topic 1.1:
Creativity Management

Creativity Management

This is an introduction in creativity management. This topic presents the process of creativity management and the concepts of creativity and innovation.

Aims:

- Understand the process of creativity management and the concepts of creativity and innovation.

Learning Outcomes:

- The learner should know and be able to explain the concepts of creativity and innovation.

- The learner should be able to use creativity and innovation to drive change.

- The learner should recognise the benefits of innovation management systems.

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Innovation Management

Unit 1 Creativity

1.1	**Creativity Management**
1.2	We are all creative
1.3	Innovation types and levels
1.4	How to create a strategy on creative management in workplace
1.5	How to develop a process for Individual creativity
1.6	How to develop a process for organisational creativity
1.7	Tools for developing a process for organisational creativity
1.8	How to manage the creativity process: Critical Success Factors
1.9	How to measure impact

Unit 2 Collaboration

| 2.1 | Collaboration Management |
2.2	How & Why to collaborate
2.3	Collaboration types
2.4	How to create a strategy on collaboration management in workplace
2.5	How to plan collaboration management in workplace
2.6	How to collaborate successfully
2.7	How to find the right partners
2.8	How to develop a process for collaboration
2.9	How a process for Collaboration will make my organisation innovative
2.10	How to manage the collaboration process: Critical Success Factors
2.11	How to measure impact

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What is the process of Managing Creativity?
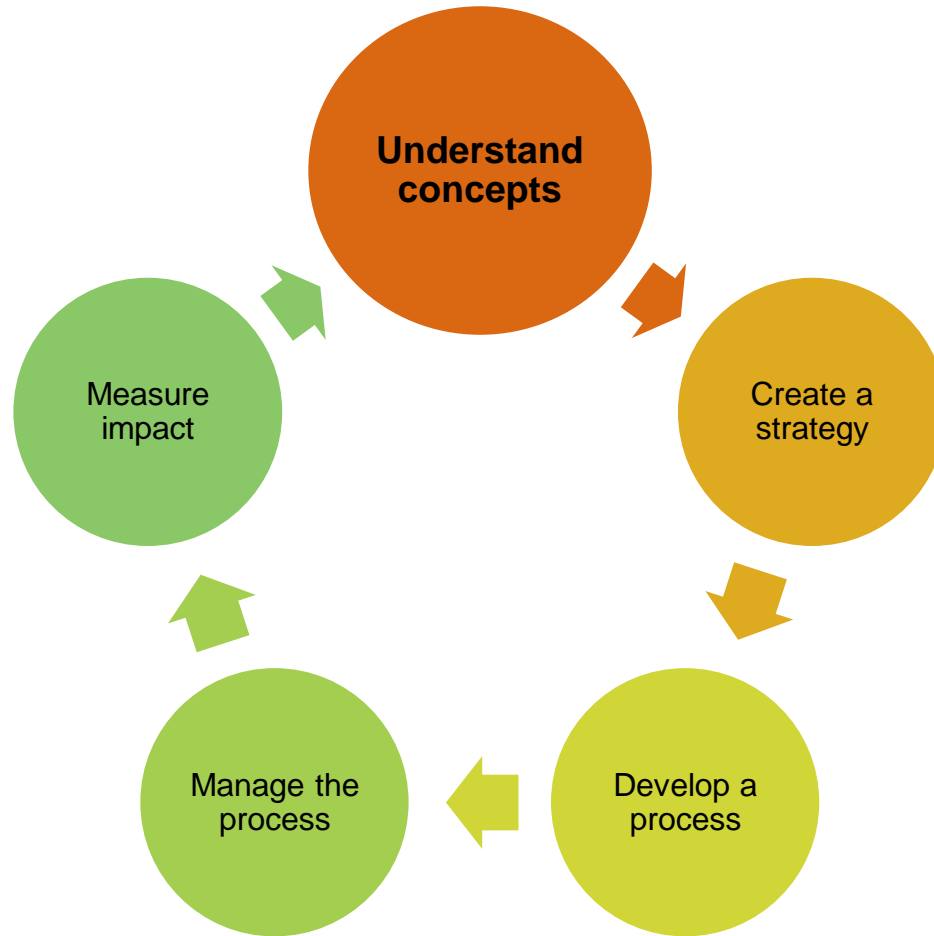
Understand Concepts

What is creativity?

Creativity is the process of generating new ideas from original thinking

➡ These ideas are the inspiration which, with some effort, can lead to innovation.

Innovation is the practical implementation of a creative idea

➡ Innovation is the implementation of a new or significantly improved product, service, process or working practice.
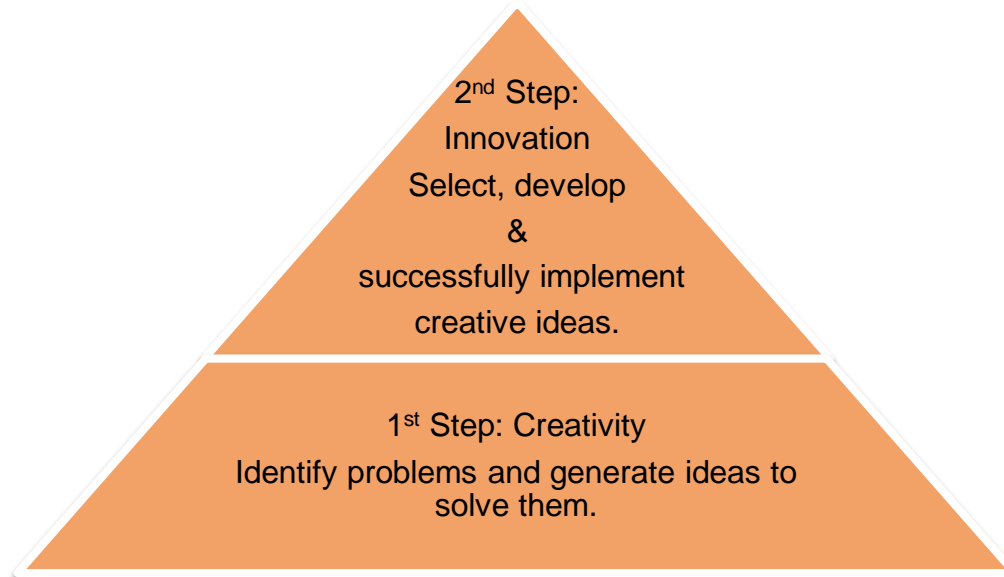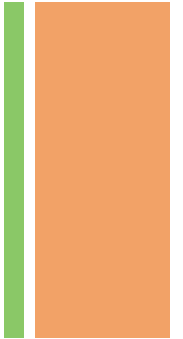
➡ Innovation involves selecting, developing and successfully implementing creative ideas.

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Understand Concepts

What is creativity?

Creativity and Innovation are two different concepts that are linked.

2nd Step:
Innovation
Select, develop
&
successfully implement
creative ideas.

1st Step: Creativity
Identify problems and generate ideas to solve them.

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Understand Concepts

What is creativity?

Creativity:
Inventiveness New ideas & New Concepts

+

Innovation:
Select and implement ideas to create new products, services, etc.

→

Change

"When Apple created iTunes it didn't just create a faster, cheaper, better digital format for music, it altered the very nature of the relationship between music and people. eBay did not just create a platform for auctions, it changed the way we look at the experience of shopping and how community plays a role in the experience". (Thomas Koulopoulos 2012)

Scull J.C., 2013, Creativity, Innovation and Change

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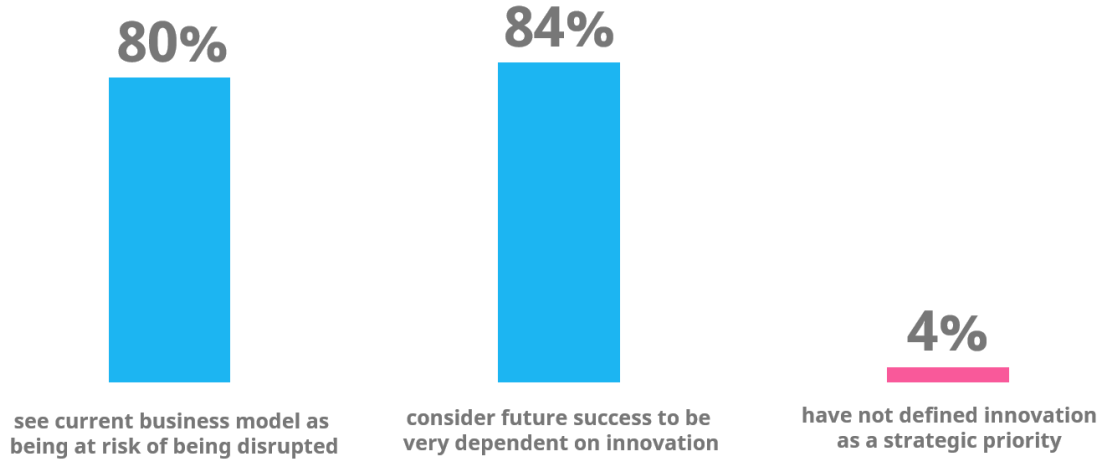# Understand Concepts

What is creativity?

Quick Facts

➡ According to McKinsey, 80% of executives think their current business models are at risk to be disrupted in the near future. In addition, 84% of executives say that innovation is important to their growth strategy.

➡ The Accenture 2015 US Innovation Survey tells a similar story: 84% of executives considered their future success to be very or extremely dependent on innovation.

➡ Even back in 2010 the McKinsey Global Survey revealed that only 4% of executives have not defined innovation as a strategic priority and have no plans to do so in the future.

Nieminen J, 2018, 50+ statistics on innovation – What do the numbers tell us?, Viima Blog. Available at:
https://www.viima.com/blog/innovation-stats

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Understand Concepts

What is creativity?

Quick Facts

80%

84%

4%

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being at risk of being disrupted

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have not defined innovation
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Understand Concepts

What is creativity?

Quick Facts

+11% REVENUE
+22% EBITDA

➡ As the numbers show, innovative companies grow faster and more profitably than the rest.

➡ According to the 2017 PwC Innovation Benchmark, 54% of innovating organizations have trouble bridging the gap between innovation strategy and the larger business strategy.

Nieminen J, 2018, 50+ statistics on innovation – What do the numbers tell us?, Viima Blog. Available at: https://www.viima.com/blog/innovation-stats

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Understand Concepts

What is creativity?

But I'm not creative!

Many people think of creativity as being a mysterious and powerful process owned by a select and fortunate few. These are some perceptions about creativity:

> You either have it or you do not.

> Creativity is associated with divine inspiration

> Creativity results from good fortune.

> Creativity is case of being in the right place at the right time

What do you think about creativity? Are those perceptions true? Are you creative?

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+ Learning Aids

- Gerdeman D, Innovation Is Magic. Really, 2014, Harvard Business School. Available at: https://hbswk.hbs.edu/item/innovation-is-magic-really

- Conerly B., 2018, Innovation Benefits Society, Not Just The Rich, Forbes. Available at: https://www.forbes.com/sites/billconerly/2018/10/21/innovation-benefits-beyond-the-filthy-rich/#49f7308e6a6a

Topic Review

This topic describes the innovation management process and the concepts of creativity and innovation.

It explains the correlation between the two concepts and provides statistical data in order to help the learner understand the importance of creativity and innovation in business.

It refers to the perceptions of people about creativity, that often can be obstacles to the creativity management process within an organisation.

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