

## Unit 1.5: How to develop a process for individual creativity

# 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 workplace strategy on creative management
- 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



Innovation and creativity mentality  
advancement in SMEs



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# Individual creativity

This unit is dedicated to individual creativity. It will help you better understand how to nurture your creativity and what steps to follow in the process.

## Aims:

- Present the six-step process of individual creativity
  - Show techniques and tools for creativity of individuals

## Learning Outcomes:

- The learner should know the process for individual creativity
  - The learner should be able to design the steps of individual creativity process
  - Enhanced individual creativity

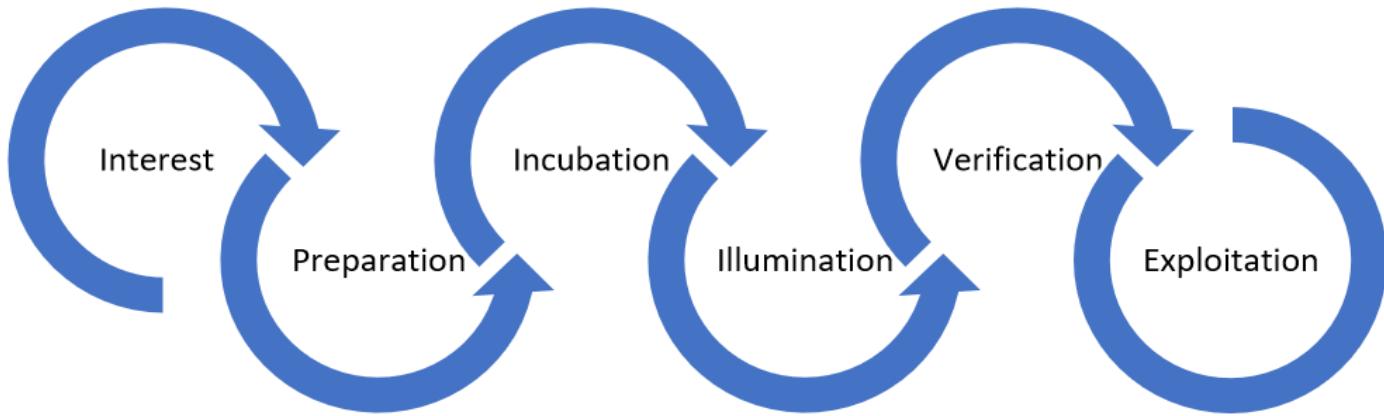
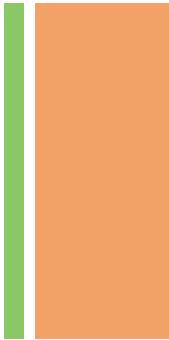


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# What is the process of individual creativity?

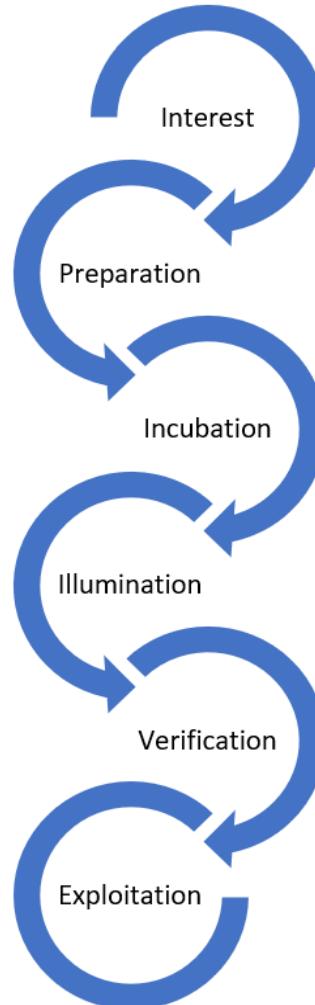
*Six phases of creative process for individuals*





# What is the process of individual creativity?

*Six phases of creative process for individuals*



When you scan your environment for opportunities or solutions

When you identify a problem, collect information, plan

When you use intuition to think about things, maybe for a long time

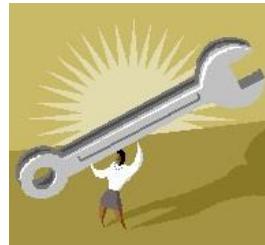
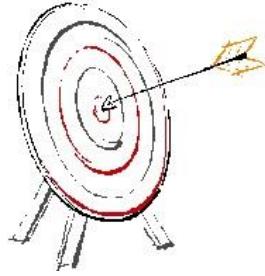
When the idea or solution finally comes together in “the ‘eureka’ moment

When you revise and validate the idea and may go back through earlier stages

When you logically try to use the idea for advantage.

+ Intuitively we follow the creativity process and there are many techniques that guide and support it

### Circle of Opportunity

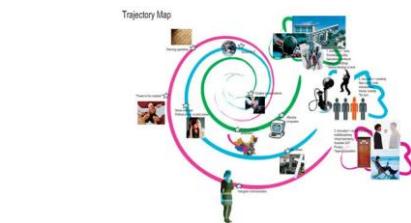


### Force Field Analysis



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### Mind mapping



### Future perfect

### Brainstorming



### Fresh View



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# Creativity techniques



# Mindmapping

Thinking about your daily life can you identify a change that has enhanced either a product or service that you use in the last 2 years? An example may be the introduction of an electronic ticketing system for public transport, or the introduction of touch and go payments using your debit card.

Each person in your group needs to identify at least one product or service then you should answer the following questions. Finally create a mindmap that shows the relationship between your answers.

- What is the change?
  - Who does it impact on (everyone, only people who use the product or service)?
  - What are the wider implications of the change (who may be indirectly affected)?
  - Has everyone benefited from the change and why?



**Duration of the Activity:** 10 minutes



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# Creativity techniques: Fresh view

## Case study

An executive of a major hotel chain was conversing casually with his garbage man about the motel business when the garbage man said: “If I were you, I would sell pizza in my motels. You can’t believe the number of pizza boxes we pick up in the trash at motels and hotels.”

➡ The executive installed pizza ovens in his chain with great results. Once the garbage man said “pizza”, the executive realized that he was missing out on a big market.



# How can we develop individual creativity

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People differ in their level of creativity as well as in the manner in which they express their creativity.

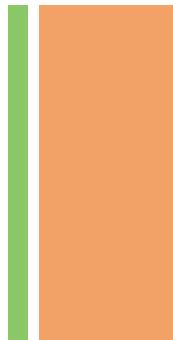
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- ➡ To begin a creative process, every individual and every company needs motivation.
- ➡ Creativity is “not just a natural talent; it is also a skill that everyone can develop and learn.
- ➡ Once you are motivated, your **curiosity** follows, and along with it comes **fear**.
- ➡ Curiosity opens the door for new challenges and make discoveries
- ➡ Very often people don’t go further in their explorations
- ➡ This is one of the main barriers to be overcome when developing individual creativity



# The surprising habits of creative thinkers

## Where good ideas come from



► [The surprising habits of creative thinkers](#) – 5:24

► [Where good ideas come from](#) – 4:06



# Learning Aids

De Bono E., How to develop your creative thinking, 2009, Locus Publishing, Bulgaria

Where good ideas come from, video:

<https://www.youtube.com/watch?v=NugRZGDbPFU>

It's The End Of The World As We Know It, <https://ixl-center.com/index.php/2019/04/02/its-the-end-of-the-world-as-we-know-it/>

How Do You Find The Big Bold Ideas That Matter In The Market And To My Company?: The Need For Focus, Volume II, Issue 4 October 17, 2018, <https://ixl-center.com/index.php/2018/10/17/bringing-big-ideas-in-the-market/>

The WHY in Creative Work, Simon Sinek, <https://www.youtube.com/watch?v=TxHgpWmav4I>

Thinkertoys: A handbook of creative-thinking techniques by Michael Michalko, Second Edition, Ten Speed Press, 2006, Toronto

## Unit Review

This unit provides information and tools related to the development of individual creativity.

It reviews the six phases in the individual creativity process.

It describes the stages and techniques that can be used to nurture creativity as it is necessary for individual team members to work in a creative manner for the organisational creativity.



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