Creativity

Tools for developing a process for organizational creativity

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Innovation and creativity mentality
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Innovation Management

**Unit 1
Creativity**

**Unit 2
Collaboration**

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

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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✚ Tools for developing a process for organizational creativity

Aim of the material is to help the learner in generating and selecting ideas and following a structured thought process for creativity.

Learning Outcomes:

- Understand the process by which individuals solve problems and generate other ideas

- Facilitate the generation of ideas, selection, improvement and application in your organisation

- Be able to select appropriate tools for your organisation.

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# Tools for developing a process for organizational creativity

Develop a process
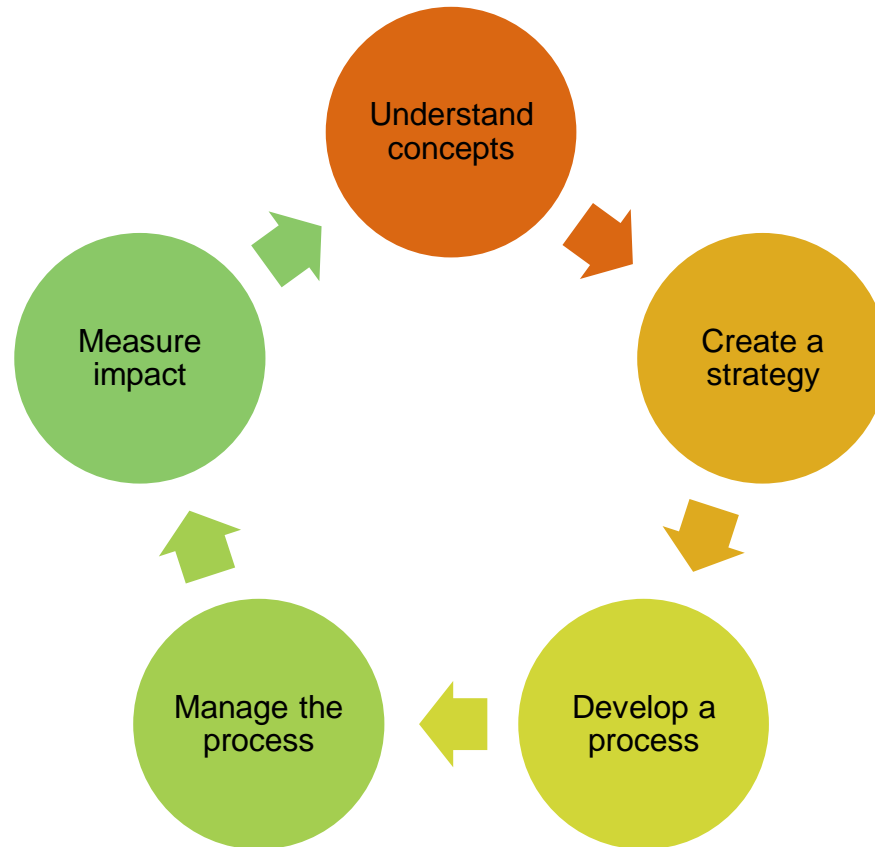
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- Companies need to prioritize innovation to keep up with advances in technology and respond to customers' evolving needs

- In a Boston Consulting Group survey, 79 percent of respondents ranked innovation as a top-three priority at their company

- In a separate survey by Deloitte, 78 percent of future business leaders deemed innovation essential to business growth

- Of that 78 percent, however, only 26 percent said their current organization encourages practices that foster innovation

- Incentivized teams increase their performance by 45 percent, compared to incentivized individuals, who increase their performance by only 27 percent, according to research by the International Society for Performance Improvement and the Incentive Research Foundation

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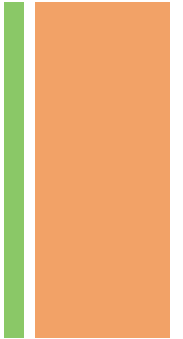
Eighty-two percent of executives surveyed by Forrester agree that companies benefit from creativity. Among those benefits include increased revenue and greater market share

58 percent of respondents said they set goals around creative outcomes, and why another 48 percent claim to fund new ideas spun out of creative brainstorming

https://www.northeastern.edu/graduate/blog/creativity-importance-in-business/

https://www.youtube.com/watch?v=HgJejeDkZ9w

https://www.youtube.com/watch?time_continue=3&v=Zl0R1uJ62xo

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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

Tools for developing a process for organizational creativity

Process of organizational creativity

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Select ideas
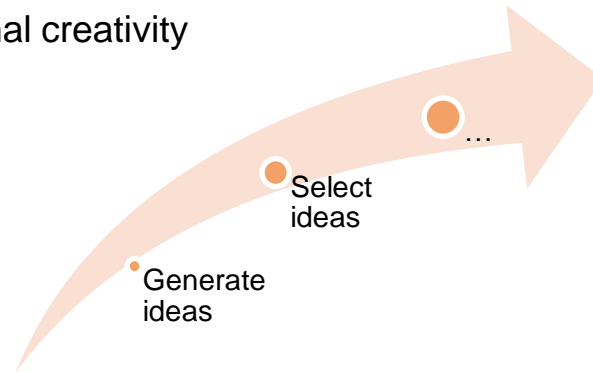
Generate ideas

Generate Ideas

- When you deliberately try to create ideas

- Carry out brainstorming map possibilities

- Document all ideas and keep revisiting as you may use some in the future

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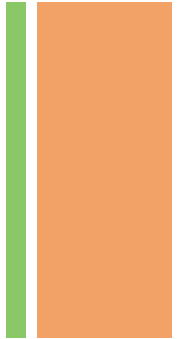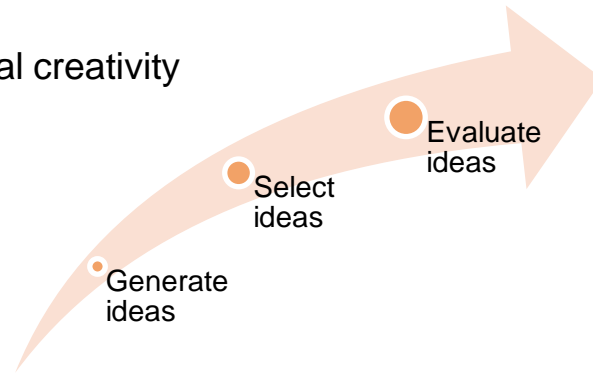
Tools for developing a process for organizational creativity

Process of organizational creativity

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
- The most difficult stage, this step requires a very different mindset. If we want to successfully finish any innovation process, running only the ideation step is useless

Tools for developing a process for organizational creativity

Process of organizational creativity

Evaluate ideas

Select ideas

Generate ideas
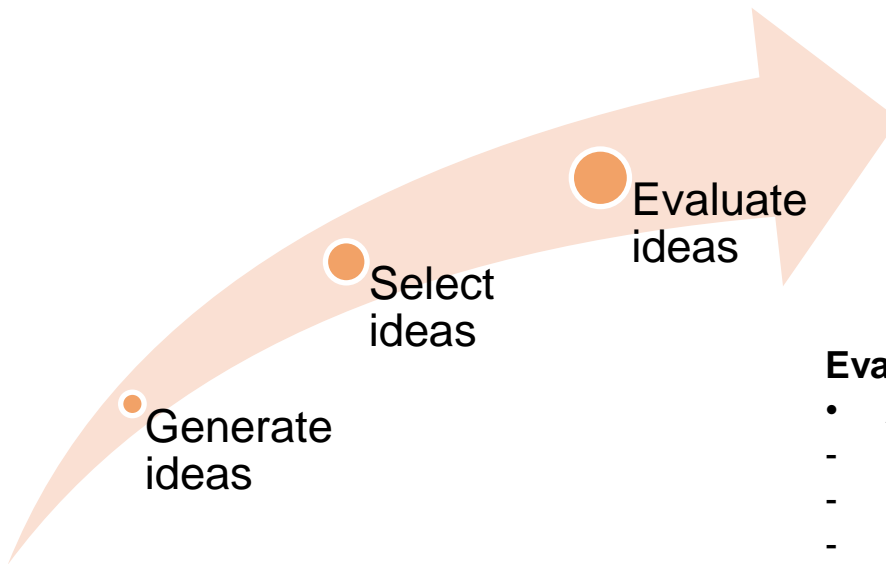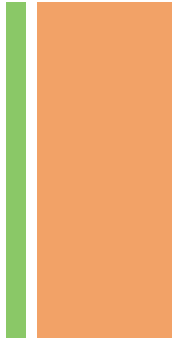
Evaluate Ideas
- Ask yourself questions like
- Is there market need?
- Is the idea feasible to implement and market?
- Is the market ready?
- Is the idea competitive?
- What is the profit or value potential?

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Process of organizational creativity

Implement ideas

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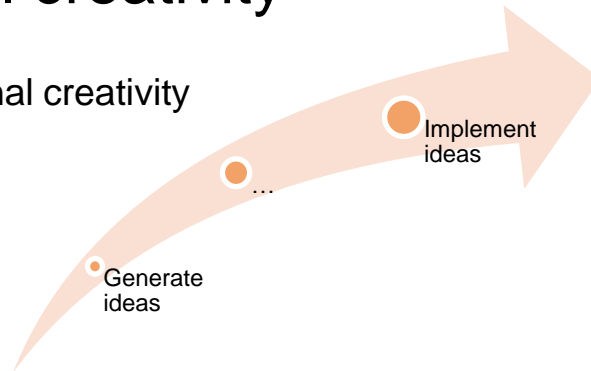
Generate ideas

Implement Ideas

- Put the idea into effect

- Put someone in charge

- Estimate the resources required

- Free up people to work on it

- make sure staff know the idea is valued

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Generating ideas

Customer Feedback
Gather information from customer feedback, both positive and negative. You may learn more from complaints than complements.

SCAMPER
Use SCAMPER as a tool to find ways to improve an existing product or come up with ideas for a new one. It's based on the notion that everything new is a modification of something else
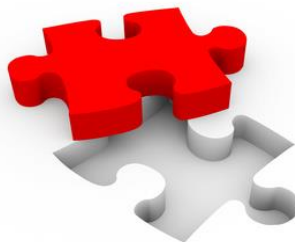
https://www.mindtools.com/pages/article/newCT_02.htm

Tools for developing a process for organizational creativity

Selecting idea

- Mind maps

- Cause and Effect Analysis

- Fishbone or Ishikawa diagram, this is like a combination of Brainstorming and a Mind Map

- Affinity Diagram

- New Product Evaluation Questions

- Analogy (Case-Based Reasoning) method

- Existing Product Evaluation Questions

✚ Learning Aids

https://adage.com/article/news/study-75-living-creative-potential/234302

A Guide to What You Should Know:

How to Introduce Innovation into Your Organization, Northeastern University, Professional Advancement Network

https://www.mindtools.com/pages/article/newCT_02.htm

Topic Review

Only 25% of people believe they are living up to their potential to be creative, and more than 75% of people feel that their countries are not living up to their collective potential to be creative.

We understood the process by which individuals solve problems and generate other ideas.

We learned to facilitate the generation of ideas, selection, improvement and application in our organisation.

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