Creativity, Ideas and Opportunities
Creativity and Innovation

• How would you define them?
• What skills do you need?
• 5 minutes working with your neighbours
Oxford Dictionary definition

- **creativity**(cre\ˌativ\ˌity)
- *noun*
- *noun* the use of imagination or original ideas to create something; inventiveness:
  
  *firms are keen to encourage creativity*
Creativity

- Creativity – coming up with something new and original
- Skills of – flexibility, originality, fluency, elaboration, brainstorming, modification, imagery, associative thinking, attribute listing, metaphorical thinking, forced relationships
- Intuition, insight, inspiration, ingenuity
- Imagination and curiosity

Adapted from Bloom’s Taxonomy, Benjamin Bloom (1956)
innovation (in\|nov\|ation)

noun

[noun] the action or process of innovating: 

innovation is crucial to the continuing success of any organization

[noun] a new method, idea, product, etc: technological innovations
Innovation

• The **process** of making improvements by adding something new.
• Looking for what will work and will be economically viable as products, services, processes
• Skills for R&D, new product development, flexibility, effective project management, understanding needs, being customer centred, engaging people/organisation
Creativity and Innovation

Creativity involves imagining a new reality and innovation is required to make it work. (by) developing ideas into applications and solutions.

David Rae (2007)
Creative Thinking and Idea Generation

• Mindset...
  – In order to be in any profession you need a set of skills and techniques i.e. to be an engineer you need the appropriate knowledge and skills
  – In order to generate new ideas you need the skills and knowledge and, critically, the ability for flexible thinking
  – Tools don't give you the creative ideas, they switch on the behaviours that do
  – You are creative
How to...

“It’s not about being clever but about being curious, constantly asking questions.”
Traditional Argument
Traditional argument

• In traditional argument each side prepares a case and then seeks to defend that case and attack the other case.

• Exploration is limited!
• Edward de Bono and Lateral Thinking
• Originator of Six Thinking Hats, Lateral Thinking and Direct Attention Thinking Tools
• Lateral thinking – the ability to solve problems by taking indirect or creative approaches
Fun Theory

- Lateral thinking in action
4 Critical factors for lateral thinking

• Recognizing dominant ideas that polarize perception of a problem
• Searching for different perspectives and ways to look at the problem
• Relaxing the normal rigid control of thinking
• Encouraging the use of chance to encourage other ideas
Edward de Bono’s Six Thinking Hats

A technique which allows you to take different perspectives on an issue or idea and think about alternative ideas to move forward
Six Thinking Hats

- Based on the idea of a Thinking Cap
- By taking different approaches and perspectives – come up with better, more creative solutions, better thought through
- People tend to have preferred ways of thinking – may not be comfortable outside their usual style
- Wearing each hat helps us adopt different thinking styles
White hat thinking

• Information and data
• Indicates a focus on information
• What do we have?
• What information do we need?
• How are we going to get the information we need?
• Where do we source it?
Green hat thinking

- The creative hat!
- Sets aside time, space and expectation for creative effort
- Possibilities, alternatives
- New ideas
- Overcome black hat problems
- Reinforce why it might work (yellow hat thinking)
Yellow hat thinking

- Why it *may* work
- Focus on values, benefits and how something can be done
- What is the good in it?
- Give logical reasons
Red hat thinking

• How do you feel?
• The red hat gives full permission for the expression of feeling, emotions and intuition
• No need to give the reasons or justifications behind the feelings.
Black hat thinking

- Why it *may not* work
- Caution
- Dangers
- Problems
- Faults, weaknesses
- What might go wrong and why something does not fit
- Logical reasons
Blue hat thinking

• Managing the thinking
• Setting the focus
• Organisation of thinking
• Making summaries
• Overviews
• Conclusions
• Action plans
Blue Hat
Managing The Thinking
Setting The Focus
Making Summaries
Overviews - Conclusions
Action Plans

White Hat
Information & Data
Neutral & Objective
Checked & Believed Facts Missing
Information & Where To Source It

Yellow Hat
Why It May Work
Values & Benefits
(Both Known & Potential)
The Good In It
Logical Reasons Must Be Given

Green Hat
Creative Thinking
Possibilities - Alternatives
New Ideas - New Concepts
Overcome Black Hat Problems & Reinforce Yellow Hat Values

Red Hat
Feelings & Intuition
Emotions Or Hunches
“At This Point”
No Reasons or Justification
Keep It Short

Black Hat
Why It May Not Work
Cautions - Dangers
Problems - Faults
Logical Reasons Must Be Given
Try wearing the hats....

• You have been asked to come up with ideas for engaging people with a new community programme aimed at promoting better health in Bristol. It will be promoted through Doctors’ surgeries, Dental Practices, Hospitals and Health Clinics. There are serious issues of obesity and ill health which this programme aims to address.

Wear each hat to explore what is involved.
If only.....what if....?
Ways to Find Ideas

- Be inspired by other successful ideas
- Combining ideas in a new way
- Solving problems for people
- Develop your hobbies/skills
- Listen when people say “if only?”... or “what if?”
- Look for ‘gaps’ in the market
- Improve a product, service or process
- Think in new ways – creative, imaginative etc.
- Find out what the competition is bad at!
- Completely new ideas
- Additions to ideas
- (Always observe ownership conventions and IP!)
Idea vs Opportunity

• Ideas don’t cost a lot to generate
• Setting up a business and producing products or services does
• Have plenty of ideas but make sure that only true opportunities are taken forward as a business
• What need is being fulfilled?
• What is the sustainable Market?
Creative Thinking

• Divergent
  Quantity of ideas

• Convergent
  Finding the best idea

Osborne and Parnes, Creative Problem Solving
Divergent Thinking

• Determine goals, explore possibilities
• Generate ideas – lots of them!
• Think as widely as possible
• Don’t think about why you can’t do something
• Include the obvious and seemingly impossible
• Don’t judge the ideas
  “I wish...” “If only.....”
BRAINSTORMING:
As many ideas as possible
No such thing as a silly idea – look for wild ideas!
Impractical ideas OK!
No criticism
Suspend judgement
“Yes and”….not “Yes but”
Quantity breeds Quality
Substitute/combine
Adapt
Modify
Purpose - Put to other Uses
Eliminate
Reverse/rearrange
Convergent Thinking

- Review the ideas generated, cluster them - consider the question “**How might we...?**”
- Combine ideas, refine, reject, select,
- Analyse options
- Focus on the ideas with the most potential
- Use criteria to evaluate –
- Is there a sustainable market? What need does it fulfil? What resources are needed? Is it feasible? Is it an opportunity?
Negative Ideas Shower

• Work in 5 cross cultural groups
• Choose a product/service that you dislike
• Discuss the disadvantages and weaknesses in this product/service and write them down
• Step away from the current statement to find the actual problem
• Create something new that addresses the problem – use creative thinking tools eg SCAMPER, brainstorming, think divergently and then convergently
Creativity and Innovation Challenge

- Theme- Sustainable Homes and Workplaces
- Recycling plastic milk containers to enhance homes and workplaces
- Work in 5 cross cultural teams
- How many ideas can you come up with? (divergent thinking)
- Try out some creativity tools and techniques
Creativity and Innovation Challenge

• Which idea do you think has most potential – useful, aesthetically pleasing, practical and feasible (convergent thinking)
• Make a prototype
• Present your product idea
• Whose need would you be meeting?
• http://pinterest.com/barbarag/milk-jug-plastic-container-crafts/
• http://pinterest.com/angel_65236/milk-jug-plastic-crafts/
Idea vs Opportunity

• Creating, recognising, developing & exploiting opportunities

• Idea vs Opportunity
  – Demand?
  – Innovation?
  – Feasibility?
  – Attraction?

• Opportunities can answer these questions
Assessing Opportunities

- Is it an idea or an opportunity?
- Is it a current or future opportunity?
- Has anyone else seized it?
- Is it distinctive and different from existing approaches?
- What resources (knowledge, skills, finance, technology etc) would be required to make it happen?
- Is it compatible with my goals, interests and experience?

David Rae (2007)
Summary

• Have thought about the nature of creative thinking and idea generation
• Considered how creative thinking tools and techniques can help us have creative ideas – both for business and a wide range of contexts – and when are ideas opportunities?
• We will use the MARKETS tool to think about viability