**LECTURE 8**

**Review of Previous Lecture**

**CREATIVITY, INNOVATION AND ENTREPRENEURSHIP**

* **Creativity** is the ability to develop new ideas and to discover new way so of looking at problems and opportunities.
* **Innovation** is the ability to apply creative solutions to problems and opportunities to enhance or to enrich people’s lives.
* **Entrepreneurship** is the blend of both (creativity and innovation). It is the result of systematically applying creativity and innovation to come up with a new product or service for a profit and face of risk.
* Creativity is all about thinking something new, innovation is doing something.

**TYPES OF THINKING (TWO HEMISPHERE OF HUMAN BODY)**

* Every human being has 2 hemispheres. One is left brain and other is right brain
* Left brain is logical, using convergent thinking, narrow and follow step by step information pattern
* Right brain is multitude of ideas, divergent thinker, intuitive and follow unconditional/unsystematic pattern.

**PARADIGM:**

* Paradigm is basically a belief or preconceives ideas. Like the entire police department is corrupt.

**BARRIER OF CREATIVITY:**

There are no’s of potential barriers for creativity process. Few are discussed here

* Searching for the right answer
* Being logical
* Following rules blindly
* Being practical
* Overly specialized
* Avoiding ambiguity
* Fearing mistakes and failure
* Myopic thinking (narrowly focused, limited thinking)
* Fear of looking foolish
* Assume that “I am not creative”

**OBJECTIVES Of Lecture 8:**

* How to enhance Organizational creativity
* How to enhance individual’s creativity

**TIPS FOR ENHANCING ORGANIZATIONAL CREATIVITY:**

* Include creativity as a core company value; embed it in your mission statement. Encourage the suggestions of workers .How many ideas are generated by your employees and how many patents registered through your company? Include incentives for the employees to be creative.
* Embrace Diversity: to enhance the creativity in an organization the employer should hire diverse workforce so they come up with different ideas for the problem solution. Smart entrepreneur enhance organizational creativity by hiring beyond own comfort zone.
* Expect Creativity: to enhance the organizational creativity top management and the immediate boss should believe that their workforce have a potential to be creative. They should expect creativity from them.
* Expect and tolerate failure: if you expect creativity from your workforce have patience to tolerate failure if you are going to squash their creativity no one will come up with the idea again.
* Encourage Creativity: top management has a great influence on the employees so it should interact with the employees and encourage their ideas and motivate them. When top management shows interest about their workforce working ideas it will motivate the employees and the passion of doing more creativity arise.
* Create a change of scenery periodically: The physical environment in which people work has an impact on their level of creativity. Covering bland walls with funny posters, photographs, murals, or other art work; adding splashes of color; and incorporating live plants enliven work space and enhance creativity entrepreneurs can stimulate creativity by starting meetings with some type of short, fun exercise designed to encourage participants to think creatively.
* View problems as challenges: Every problem offers the opportunity for innovation. One of the best ways to channel company’s innovative energy productively is to address questions that focus employees’ attention on customers’ problems and how to solve them.
* Provide Creativity Training: Almost everyone has the capacity to be creative, but developing that capacity requires training. Training accomplished through books, seminars, workshops, and professional meetings can help everyone learn to tap their creative capacity.
* Provide Support: Entrepreneurs also must remember that creativity often requires non work phases, and giving employees time to“day dream” is an important part of the creative process. The creativity that employees display when they know managers value innovation can be amazing—and profitable. Example of 3M is included in lecture. They allow their employees to use 10% of their working time on the idea they want to wishes to share with the others.
* Develop Procedure for capturing ideas: there are different ways to develop procedure for capturing idea. One can be the panel meetings where the discussion held on the ideas, improvement of ideas and rejection and acceptance of it. Secondly an open meeting where all the employees engaged in it and float the ideas.

**The example** “Clever entrepreneurs establish processes within their companies that are designed to harvest the results of employees’ creativity. Sadler’s Wells, advance group that operates three theaters in London and whose mission is to be the center of innovation in dance, has fashioned a procedure for capturing and developing creative ideas. Representatives scout a variety of promising dancers and invite them to its studios, where they work together in small teams to develop new dance performances. The dance teams present their creations to Sadler’s Wells’ producers, theater managers, and dancers. Sadler’s Wells invests in the creations that offer the greatest potential, often testing them in its smaller theaters before taking them to its main stage.”

* Talk to the customers: Innovative companies take the time to get feedback about how customers use the companies’ products or services, listening for new ideas. The voice of the customer can be an important source of creative ideas, and the Internet allows entrepreneurs to hear their customers’ voices quickly and inexpensively.
* Look for uses of your company’s product or services in other market: Focusing on the “traditional” uses of a product or service limits creativity—and a company’s sales. Entrepreneurs can boost sales by finding new applications, often in unexpected places, for their products and services. Example Ball pen and roll on deodorant. Same idea in different markets one is giving fragrance and other give patterns which called handwriting.
* Reward Creativity: Entrepreneurs can encourage creativity by rewarding it when it occurs. Financial rewards can be effective motivators of creative behavior, but nonmonetary rewards, such as praise, recognition, and celebration, usually offer more powerful incentives for creativity.
* Model Creative Behavior: Creativity is “caught” as much as it is “taught.” Companies that excel at innovation find that the passion for creativity starts at the top. Entrepreneurs who set examples of creative behavior, taking chances, and challenging the status quo soon find their employees doing the same.

**TIPS FOR ENHANCING INDIVIDUAL CREATIVITY**

* Allow yourself to be creative: As we have seen, one of the biggest obstacles to creativity occurs when a person believes he or she is not creative Giving yourself the permission to be creative is the first step toward establishing a pattern of creative thinking. Refuse to give in to the temptation to ignore ideas simply because you fear that someone else may consider them “stupid.” When it comes to creativity, there are no stupid ideas!
* Give Your Mind Fresh Input Everyday: To be creative, your mind needs stimulation. Do something different each day—listen to a new radio station, take a walk through a park or a shopping center, or pick up a magazine you never read.
* Observe The Product and Services of Other Companies, Especially those in Completely Different Markets: Creative entrepreneurs often borrow ideas from companies that are in businesses totally unrelated to their own.
* Recognize the Creative Power of Mistakes: Innovations sometimes are the result of serendipity, finding something while looking for something else, and sometimes they arise as a result of mistakes or accidents. Creative people recognize that even their errors may lead to new ideas, products, and services.
* Keep a Journal Handy to Record Your Thoughts Ideas: Creative ideas are too valuable to waste, so always keep a journal nearby to record them as soon as you get them.
* Listen to Other People: No rule of creativity says an idea has to be your own! Sometimes the best business ideas come from someone else, but entrepreneurs are the ones to act on them.
* Listen to Customers: Some of the best ideas for new products and services or new applications of an existing product or service come from a company’s customers. Entrepreneurs who take the time to listen to their customers often receive ideas that they may never have come up with on their own. “You must talk to and deeply understand your customers to build products, services, and experiences that work in today’s consumer-driven market,” says Eric Holtzclaw, founder and CEO of Laddering Works.
* Talk to Child:
* Keep a Toy Box in your Office:
* Read Books on Stimulating Creativity or take a class on ceativity: