

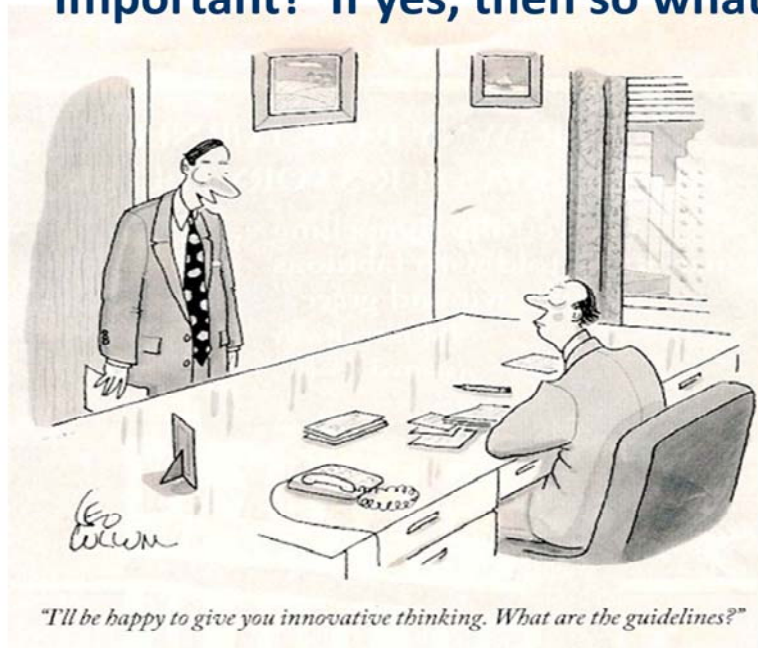


Ideas for Action...

**Mindwerx International Pty Ltd**  
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## Creativity & Innovation Important? If yes, then so what?



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**What do you think?** Is creativity and innovation important? Is it important to business, to governments, to education, to individuals – to you? And if it is important, what do we know about these concepts, and what are we doing to be more creative and innovative. If they are so important, what is being done to be successful – what is the plan for this?



creativity



**How do we  
define Cre8ivity?**

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Jot down some quick thoughts on how you might define creativity – what is it, what does it look like, what examples do you have? In particular consider what is creative in your own field or situation.

**A shift in perception...**

**To increase creative  
productivity**



We define creative thinking as a shift in perception that leads to potentially new ideas and later to new outcomes, or what might be called innovation. But there are lots of different definitions around...



# Innovation

## Is Innovation Really Important?

### If so, what is it...

- The conversion of new ideas into something of value
- A significant shift in thinking that opens new opportunities/markets
- Strategic business thinking that drives performance
- New to the world or new to us

### ... what do you think?



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How would you define Innovation, what examples are there, what makes something Innovative?



# Types of Innovation

Context helps to define Innovation

## Where to innovate...

- **Product** – what we produce & sell
- **Service** – customer expectations
- **Process** – continuous improvement
- **Management** – business strategies, systems & structures
- **Open** – working beyond boundaries
- **Value** – Blue Ocean thinking



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Examine the types of Innovation above and list some examples of each that you have been able to identify. Explain how or why your examples are good examples of Innovation. Can you identify any other 'types' of innovation?



# Innovation

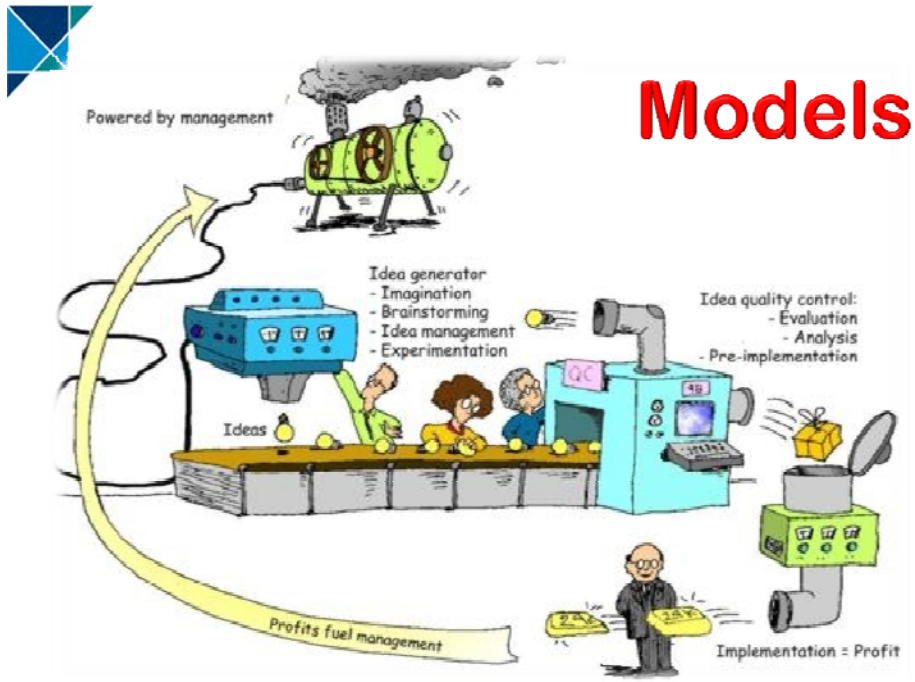
## What do you think?

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What do you think? Is this innovation or not? If it is, why is it innovative? If it isn't, why isn't it?



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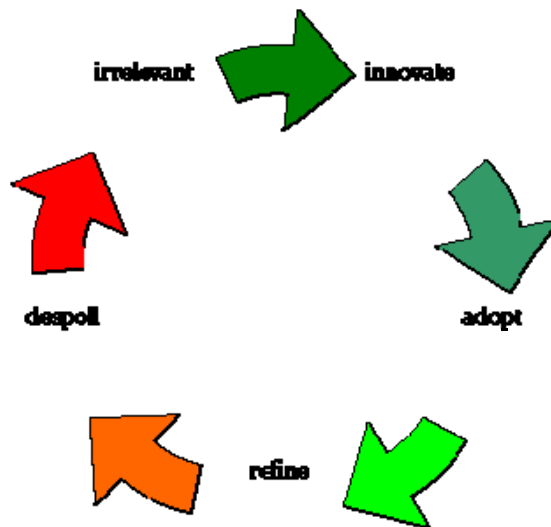
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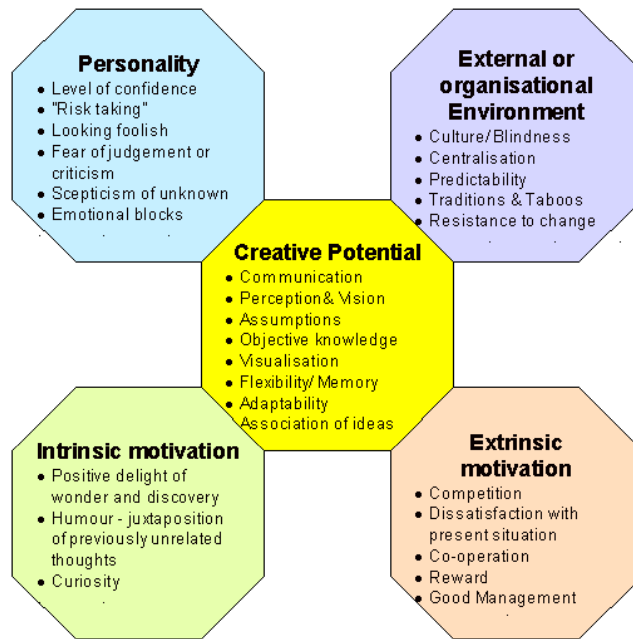
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**MENTAL ATHLETICS PROGRAMME** Home

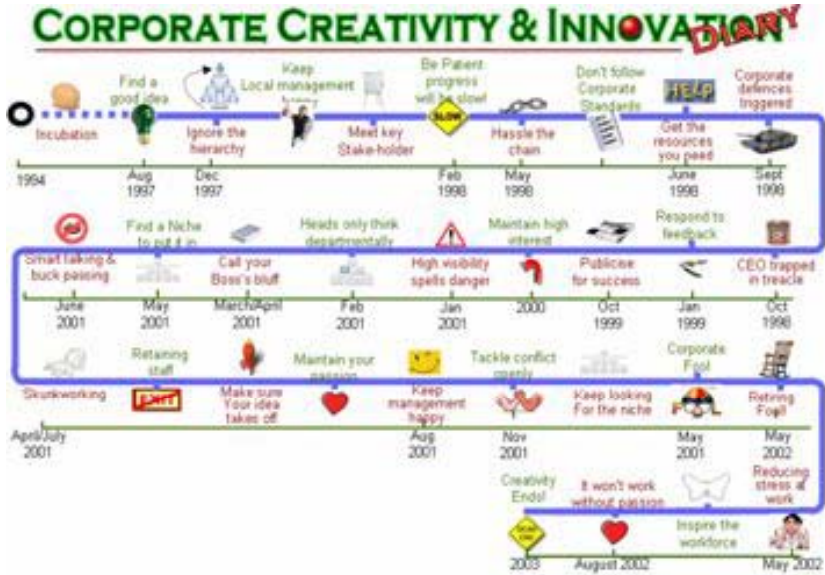
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**Personal Creativity Assessment**  
A place to test your creative abilities against a model and get a report. Click to enter.

An effective, interactive, relevant programme designed by MI Creativity to enhance corporate creativity.

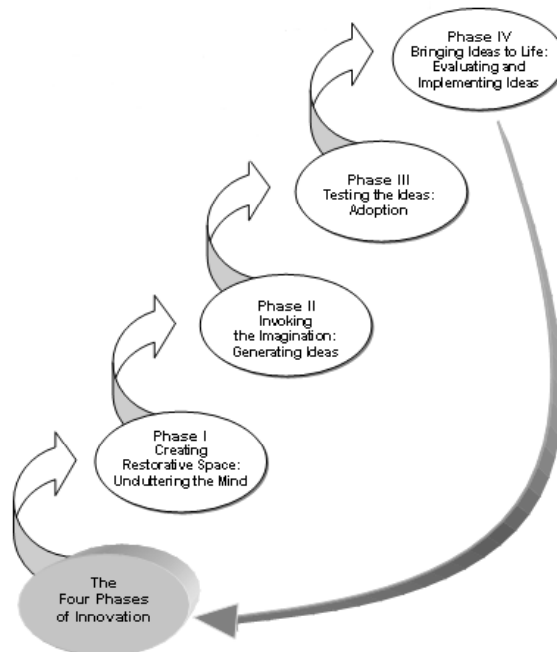
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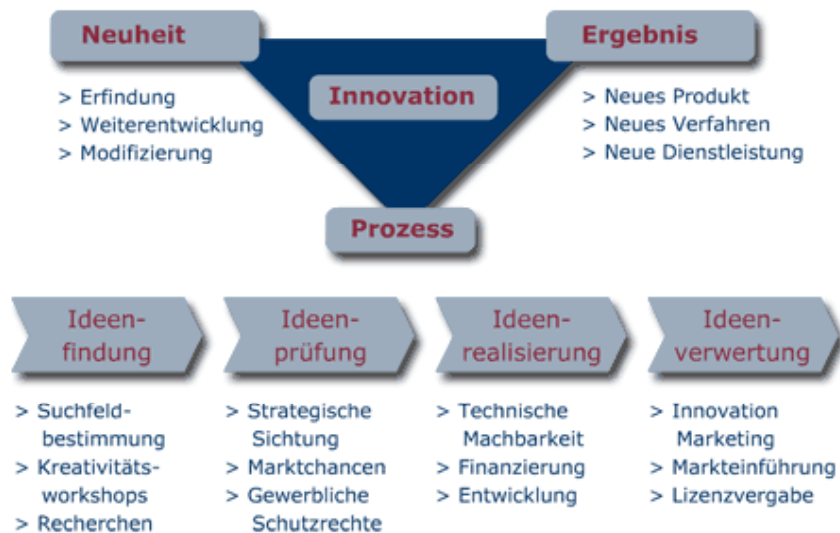


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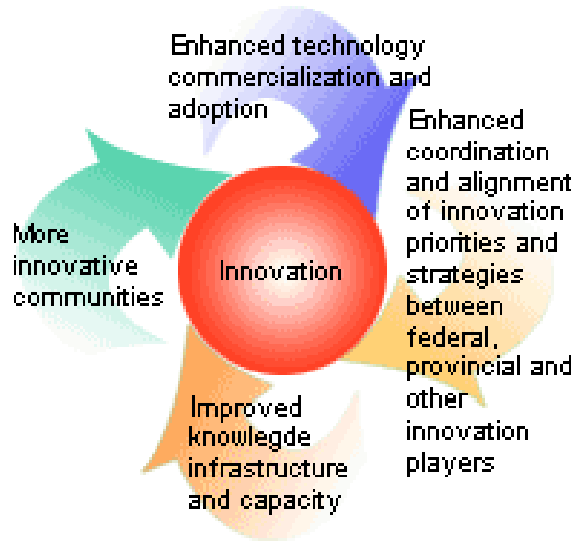


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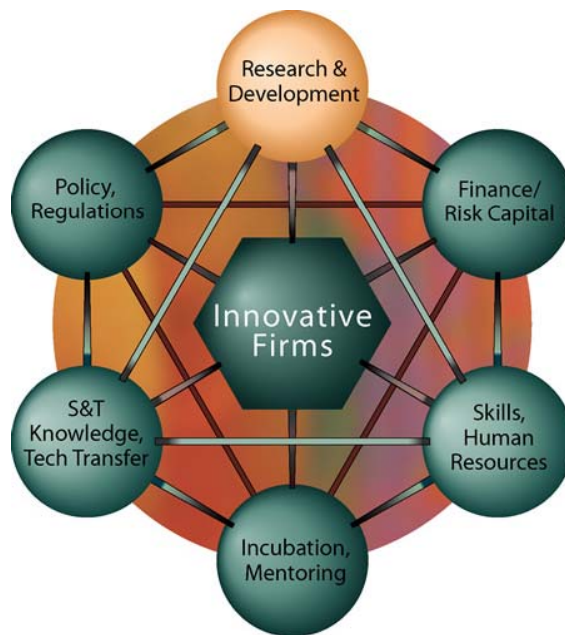
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**Evolution of the Innovation Process**  
**Shift from Linear to Systemic Innovation**

“Science is the conversion of money into knowledge.  
 Innovation is the conversion of knowledge into money”

	<b>LINEAR</b> (old)	<b>SYSTEMIC</b> (new)
Target	Technological process	The entire business wheel
Drivers	Technologists	Cross-functional teams
Lead Innovator	Functional expert	Cross-functional synergist
Process	Periodic	Continuous

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**Key Players in Innovation**

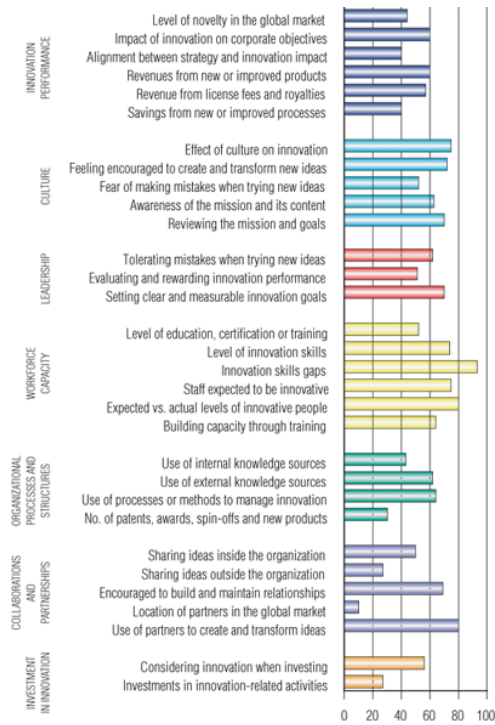
**INNOVATOR**  
 Can bring in something new to the market

- INTRA-PRENEUR**: Creates innovation in any kind of organization
- CREATIVE THINKER**: Has the power or quality to produce new ideas
- ENTREPRENEUR**: Conceives and receives ideas and turns them into business realities
- INVENTOR**: Comes up with a new commercial idea. Often combines both creative thinker and innovator.
- SPONSOR**: Gives idea backing it deserves
- CHAMPION**: Sees that idea is successfully implemented

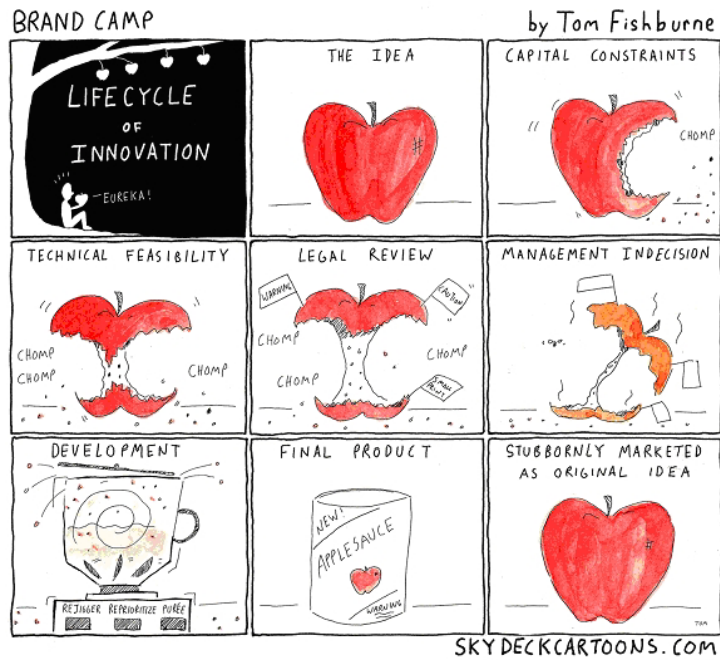
Adapted from "Effective Innovation", John Adair 1000ventures.com

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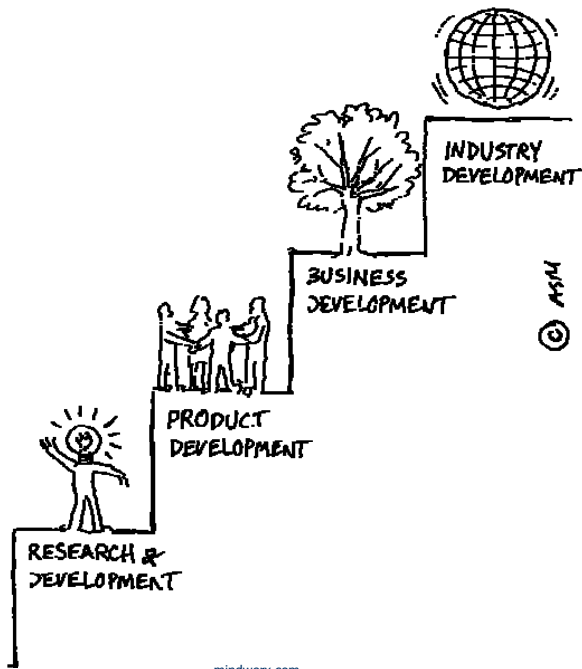
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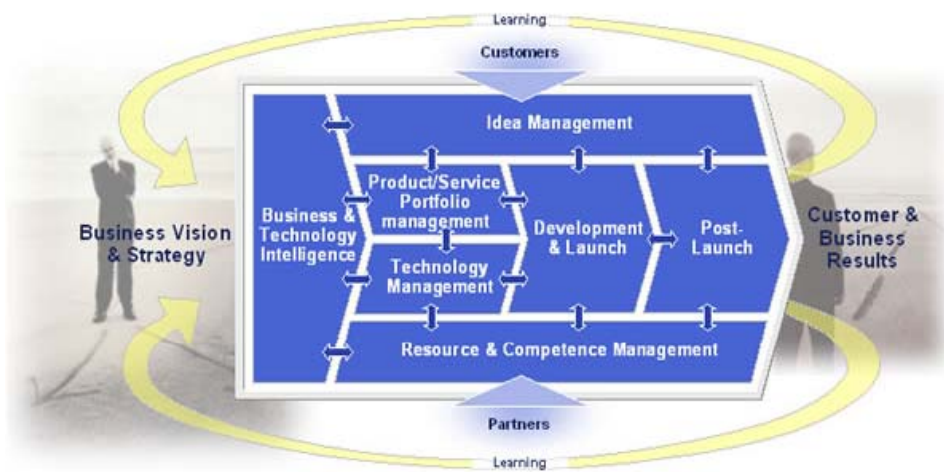


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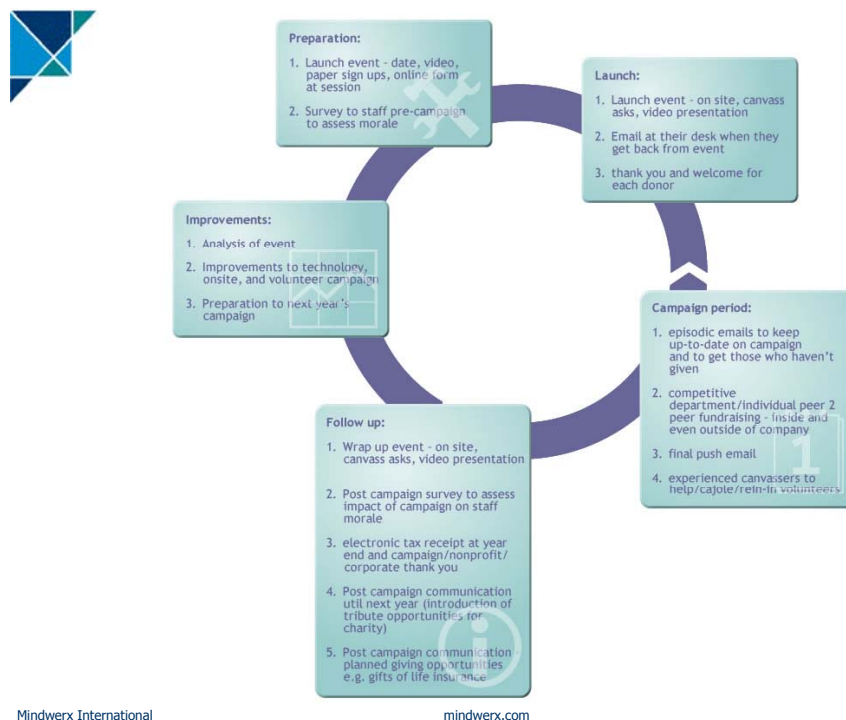
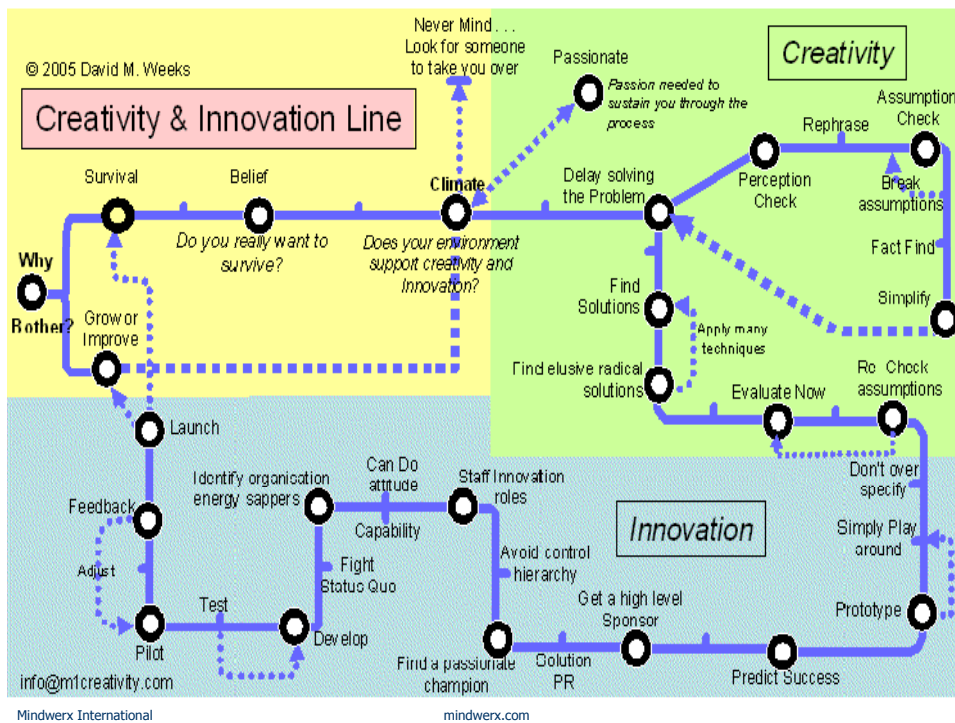
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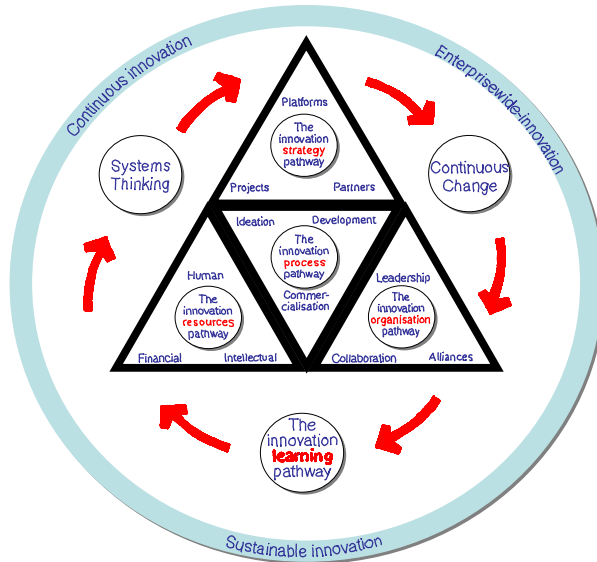
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# Fundamentals of Innovation



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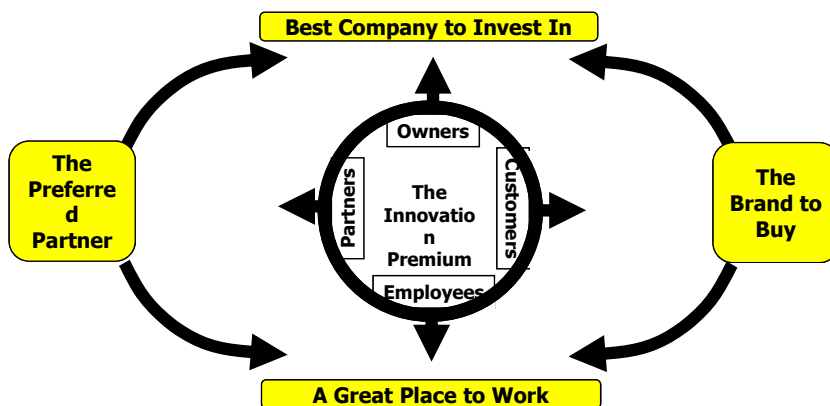
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# The Innovation Premium

Premiums across all stakeholders



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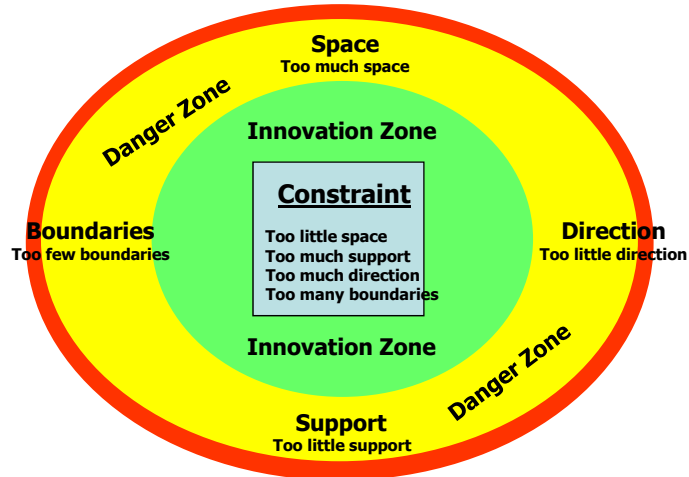
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# Corporate Creativity & Innovation

Innovation may be defined as the extent of time spent in the Innovation Zone

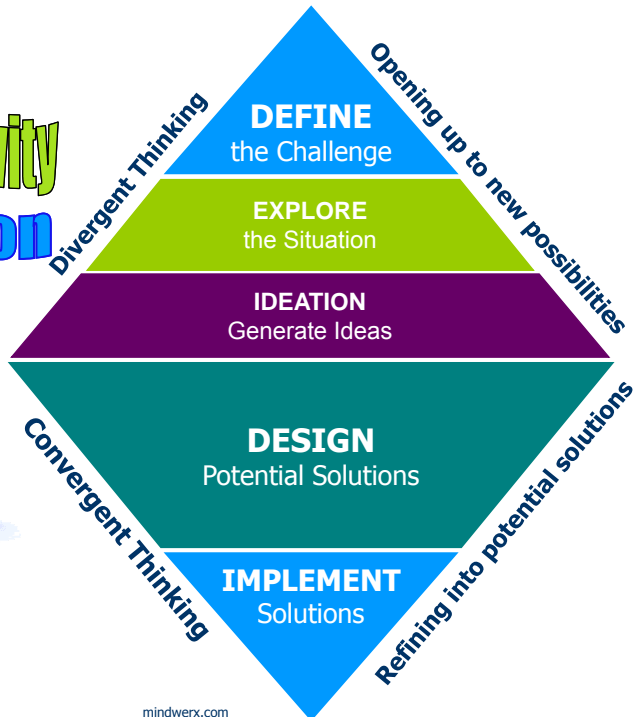
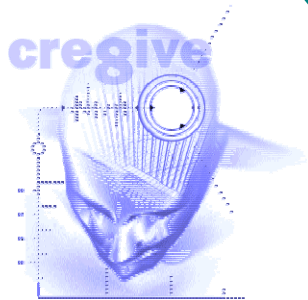


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## Applied Creativity & Innovation



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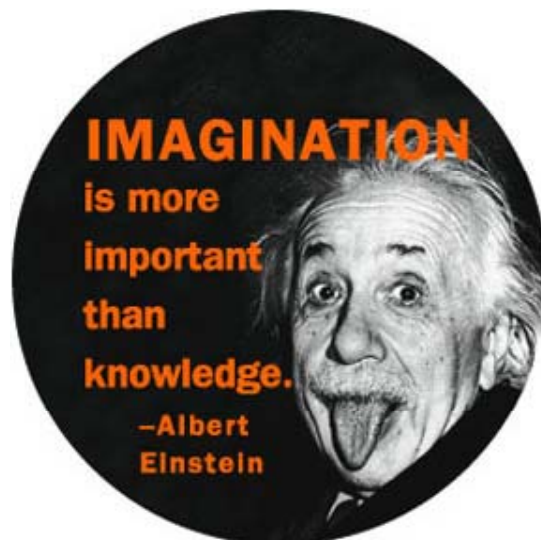


# “All Models Are Wrong But Some Are Useful”

...George Box  
Robustness in Statistics

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# Creativity & Innovation

## Important Today?

**If so...**

- What's the difference between creativity and innovation?
- Where does one end and the other begin?
- Can you have one without the other?
- Is it important that we have 'creative' people in our organisation?
- Are creative people born or developed – nature or nurture?
- **What is your experience?**

**Individual Assignment**

### **Individual Assignment 2 –20% of total grade...**

Each participant is required to submit an essay report on the topic above. The assignment should be a document, preferably drafted and/or summarised in a Mind Map, of approximately 2000 words. The topic relates to the theory and practice of creativity and innovation in an organisational setting and requires you to research the current body of knowledge in the area and present a case based on that research.

Use the questions above as prompters for the assignment. Don't limit your thinking to just these questions, look into this aspect of organisational creativity and see what you find.

You have been given access to a wide variety of Readings – browse these for areas of interest and value as you undertake this assignment. Make the assignment relevant and valuable to you, but do the research and be sure to reference it in your report.

Look beyond what others have done, and don't simply repeat observations and writings of others. Do you have any personal examples to draw on?. Research what other companies have done or experienced, learn from this and then project what you learn to your own situation. What insights have you gained, what new information have you discovered, what was a surprise you came across?

See if you can surprise me.

The final Assignment Report is due by Lesson 13, and is to be posted to [fuzz2buzz.com](http://fuzz2buzz.com) or emailed to [bill@mindwerx.com](mailto:bill@mindwerx.com).

**See Assignment Hints and Tips for more details.**



## Reading

# Understanding Creativity & Innovation



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Start browsing articles on creativity and innovation from a range of sources, as well as books such as those by Buzan, Tanner, de Bono, Buzan and others. Look for aspects of interest and value to your situation, industry, area of interest etc. See how the 'experts' define creativity and innovation, and compare that to your own views and experience.

Don't discount articles from several years ago, but see if there has been any changes in thinking as time has passed.

This area is a big one, with lots of differing views. See what you can make of it, and enjoy the exploration. Start by browsing, then read more deeply as your interest grows.