

# ENTREPRENEURSHIP

## Developing Individual Innovation (W3)



- ❖ Creativity: the generation of ideas that result in the improved efficiency or effectiveness of a system
- ❖ 2 aspects of creativity: process and people
- ❖ The process: goal oriented; it is designed to attain a solution to a problem
- ❖ The people: the resources that determine the solution

## The Role of Creativity

Creativity is a process that can be develop and improved

Some individual have greater aptitude for creativity than others, such as entrepreneurs

For other the process of creativity is more difficult because they have not been positively reinforced and if they are to be creative, they must learn how to implement the creative process.

## The nature of the creative process

# The nature of the creative process (Cont.)

Phase 1:

Background or knowledge accumulation

Phase 2:

The incubation process

Phase 3:

The idea experience

Phase 4:

Evaluation and implementation

# Phase 1: Background or knowledge accumulation

- ❖ Successful creations are generally preceded by investigation and information gathering
- ❖ This usually involves:
  - extensive reading,
  - conversations with others working in the field,
  - attendance at professional meetings and workshops,
  - a general absorption of information relative to the problem or issue under study
- ❖ This exploration provides the individual with a variety of perspectives on the problem