ENTREPRENEURSHIP

Developing Individual Innovation (W3)



- 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

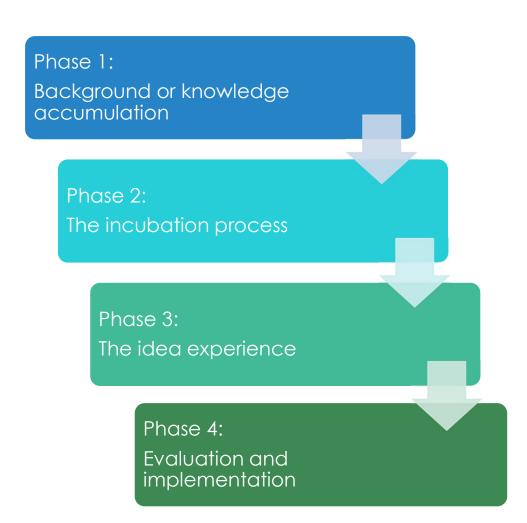
Creativity is a process that can be develop and improved

Some individual have <u>greater aptitude</u> for creativity than others, such as entrepreneurs

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

The nature of the creative process

The nature of the creative process (Cont.)



Phase 1: Background or knowledge accumulation

- *Successful creations are generally <u>preceded by investigation and information gathering</u>
- 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 <u>provides</u> the individual with a <u>variety of</u> <u>perspectives</u> on the problem