2

Crafting Innovative Idea

LEARNING OUTCOME

Upon completion of this module, you should be able to:

- Explain the relationship between innovative idea and business opportunity.
- Apply the idea development process.
- Use idea generation techniques in crafting an innovation idea.

2.1 CREATIVITY AND INNOVATION

Creativity is the spirit, the attitude and bravery to try something new, to be open to the unexpected an innovation is the implementation of something new.

2.1.1 Principle of Creativity

Creativity is already in oneself. Among the principles that can be thought of in generating creative ideas are:

1. Suspend judgement when only converge after diverging and it is a quantity, not quality.
2. Feed your brain something different to be variety.
3. Have the confidence to make mistakes.
4. 'As if' – free your mind
    a. If I was Steve Jobs, Bill Gates...
    b. If we had RM1,000,000...
    c. If we had double/half the resources
    d. If it had to be.... Fun?

2.1.2 The Barriers to Creativity

There are also situations that hinder individuals from producing creative ideas. Among the situations are:

1. Habit – tried & trusted.
2. Lack of stimulation
3. The 'intelligence trap'
4. Asking the right question:
    a. "What is a shoebox for?"
    b. "What could you use a shoebox for?"
    c. "How many uses can you think of for a shoebox?"
    d. "Can you think of 100 uses for a shoebox?"
5. The fear of being wrong.

Innovation is applied to creativity. It is about improving existing activities with new ideas including new products, processes, market positions and business models. It is either to be more effective, faster, cheaper, less wasteful, prettier or many more. Innovation can be classified as evolutionary for incremental developments or revolutionary as an alternative development.

Table 2.1 Comparison chart between creativity and innovation

Basis for Comparison	Creativity	Innovation
Meaning	Creativity is an act of creating new ideas, imaginations, and possibilities.	Innovation is the introduction of something new and effective into the market.
Process	Imaginative	Productive
Quantifiable	No	Yes
Related to	Thinking something new	Introducing something new
Money Consumption	No	Yes

Sources: https://keydifferences.com/difference-between-creativity-and-innovation.html

The drivers of innovation are as follows,

1. A need to solve an issue or matters for betterment.
2. Possibility to investigate from different perspectives or angles.
3. A willingness and ability to move beyond 'comfortable' frames of reference.
4. A connection or relationship between the new ideas.