



TOPIC 4.2. INNOVATION & CREATIVITY

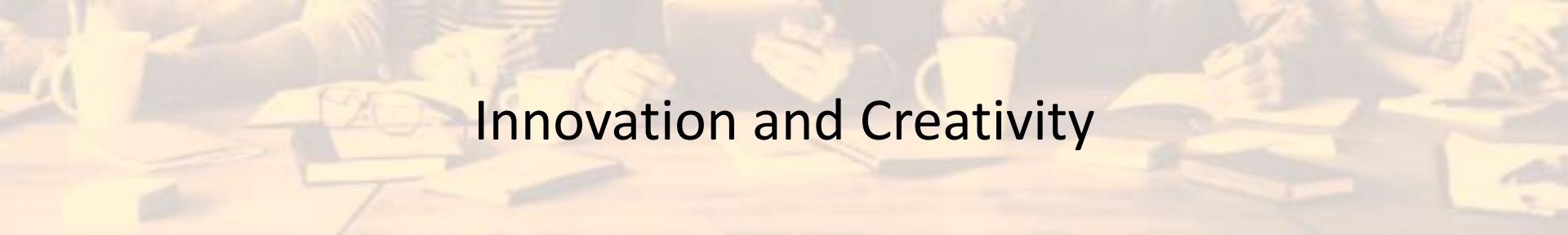
What we have learned till now?

- DETA 1. Introduction to sharing economy and new forms of employment.
- DETA 2. SHE & NFE digital platforms: how to use and what to know.
- DETA 3. Self-assessment & development of an entrepreneurship / self-employment plan.
- DETA 4. Legal and financing issues regarding SHE and NFE.
- DETA 5. Training in transversal skills for entrepreneurship and self-employment
 - 5.1. Personal branding
 - 5.2 Innovation and creativity



Training content

- Relevance of innovation in the process of changing your position in the labour market
- Stages of the innovation process
- Concept of open innovation and its relationship with SHE



Innovation and Creativity

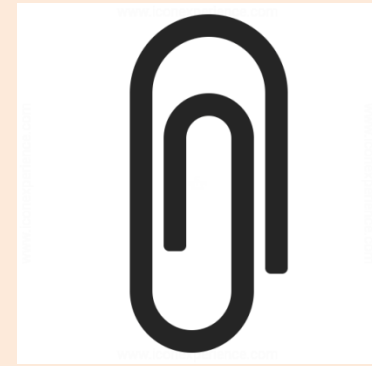
Innovation and Creativity is becoming one of biggest issue on lists of 21st century competencies:

4 C's

- 1. critical thinking,***
- 2. collaboration,***
- 3. communication and***
- 4. creativity.***

How many uses of a paper clip can you find?

Group or individual work:



Video - Examples of use:

- <https://www.youtube.com/watch?v=JdYksVGKBZ0>

Good practice example

Home site:

Jewelry shop owner on [etsy.com](https://www.etsy.com/) (digital platform for selling products)!

<http://www.thenoisypolice.com/>

Profile:

-web

-blog

-photography (web, flickr, instagram)

-etsy shop (<https://www.etsy.com/?ref=lgo>)

Creativity

„Some people believe that **creativity can't really be defined**: others that it's a process that **can't be taught**. Some think it's about special people, or special activities. One of my aims is to tackle these misconceptions and to show that **everyone has creative potential** and that creativity can be developed in every sort of activity and in a practical way. My argument throughout „Out of Our Minds“ is not only that creativity can be developed systematically but that it must be in education and in business if we're to fulfil our real talents and meet the many challenges that we face.“ (*Ken Robinson, Out of Our Minds*)

Ken Robinson: eng/slo

- https://www.ted.com/talks/ken_robinson_says_schools_kill_creativity?language=sl



Creativity?

Creative ideas are new and appropriate. The appropriateness of the idea is critical as creative ideas **need quality** as well as **originality**. To have ***lasting impact*** a creative idea must be perceived as valuable by others: being different is not enough – it must also be apt, i.e. ***the idea works in the context in which it is applied.***



Historical overview

Traditionally creativity was seen as unfathomable and, like *intuition*, seemed so mysterious that possessing it was attributed to an act of grace (Claxton, 2005).

1950-ability possessed

1960-mental flexibility


1970-relevant experience

1980-intrinsic motivation

Now: ***problem-finding abilities***

Elements of creativity

- **Skills** (they tend to possess a certain mental flexibility and to think outside the box)
- **Experience** (relevant experience and with it the idea that chance favours the prepared mind)
- **Motivation** (Rather creativity emerges when there is a combination of these factors along with intrinsic motivation (i.e. people are doing what they want to do) - love people feel for their work may be a good measure of their level of creativity)
- **Creative environment** (The more favourable cultures are more open, they give employees freedom and responsibility for their work, tolerate rather than punish mistakes and make a point of nurturing new ideas.)




Discussion

- Where do new ideas come from?
- Think of **one or more people** you believe to be creative. What sort of people are they and how do they set about their work?
- Think **of one creative project** in which you are, or have been, involved. Select one that worked successfully and another that failed.

The concept behind creativity


What it includes; what is it for; who is it for; why is important for self-employment and entrepreneurship in a SHE

- **What is the difference between creativity and innovation?** (Video: <https://www.youtube.com/watch?v=FXJUDyqobbM>)
- **Creative thinking - how to get out of the box and generate ideas?** (Creative thinking - how to get out of the box and generate ideas: Giovanni Corazza at TEDxRoma <https://www.youtube.com/watch?v=bEusrD8g-dM>)
- **How To Come Up With Good Ideas?** Video: How To Come Up With Good Ideas | Mark Rober | TEDxYouth@ColumbiaSC <https://www.youtube.com/watch?v=L1kbrlZRDvU>)



Discussion


- Think of an occasion when you felt you performed particularly well and another when you were creative. What factors do you think accounted for this?
- Which ideas seem most relevant to your situation? How would you apply your ideas to SHE?



Innovation

Radical vs evolutionary change

Michael Kirton differentiates between innovators, who **do things differently**, and **adaptors**, who do things better (Kirton, 2003). There are occasions when an individual or team is able to propose a radical new way of doing things that appears to owe little to conventional wisdom or past practice. Such discontinuous change may justifiably be regarded as 'risky'. Should it require major investment to make it happen, many risk-averse management teams may take quite a bit of convincing before backing such an endeavour.




Discussion

- Think of some innovations you have been associated with. Were they the result of radical events or did the experience result from the accumulation of a series of more minor changes?



Product, service and process?

A distinction is commonly made between **product**, **service** and **process** innovations.




Business model

Business models often entail a **combination of product, service and process**

Group work – examples of innovation

*Try to find **examples from your experience** to illustrate each cell in the following matrix. (Don't be surprised if it is sometimes difficult to decide which box to allocate each innovation to.)*

<i>Table 1</i>	<i>Product</i>	<i>Service</i>	<i>Process</i>	<i>Business model</i>
<i>Radical innovation</i>				
<i>Incremental improvement</i>				

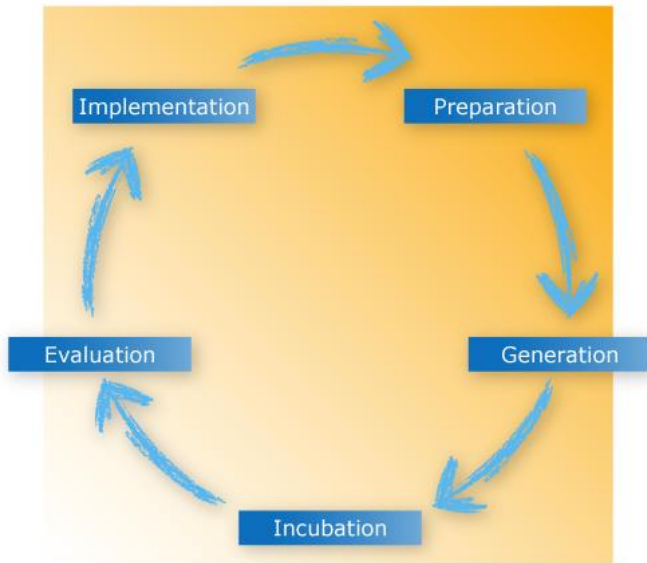


Innovation Process

Example Video:

https://www.youtube.com/watch?v=N70RK3_zXhc

Innovation Process



“Innovation is the ability to convert ideas into invoices”

– L. Duncan

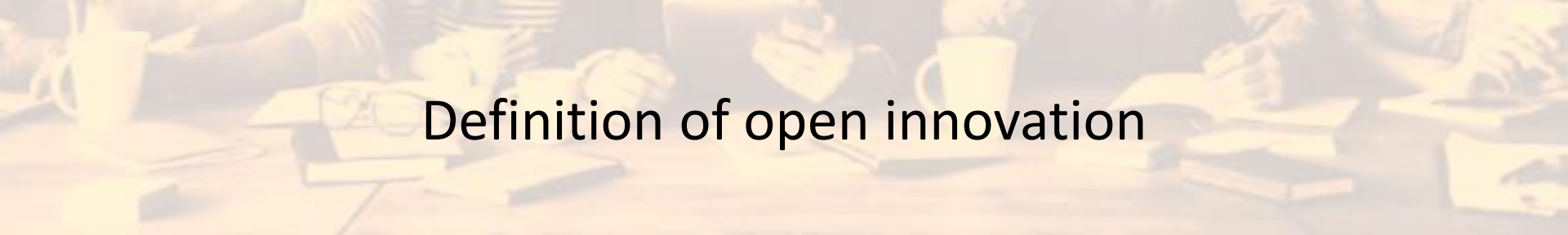
Steps in entrepreneurial process



Open innovation

Example Video:

<https://glg.it/videos/ge-open-innovation-dyan-finkhausen-center-of-excellence/>



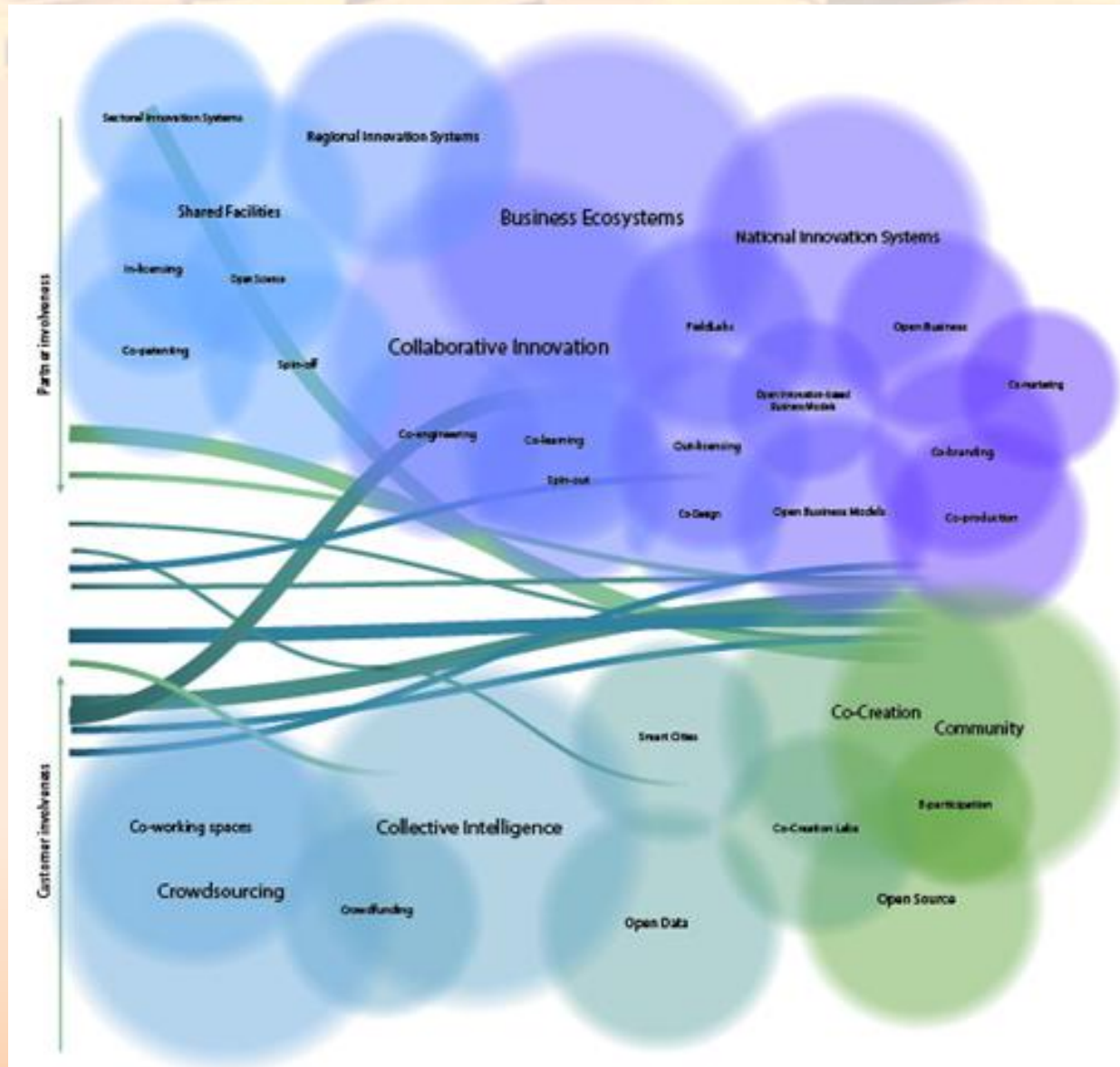
Definition of open innovation

The term *open innovation* is generally credited to Henry Chesbrough (2003). It was first advanced in the article ‘The Era of Open Innovation’. Open innovation starts with the premise that ‘not all the smart people work for us’ (Chesbrough, 2003). This approach legitimates the acceptance of ideas that were not invented here (NIH) within the organisation.

Open innovation principles

Closed innovation principles	Open innovation principles
The smart people in our field work for us.	Not all the smart people work for us so we must find and tap into the knowledge and expertise of bright individuals outside our company.
To profit from R&D, we must discover, develop and ship it ourselves.	External R&D can create significant value; internal R&D is needed to claim some portion of that value.
If we discover it ourselves, we will get it to market first.	We don't have to originate the research in order to profit from it.
If we are the first to commercialise an innovation, we will win.	Building a better business model is better than getting to the market first.
If we create the most and best ideas in the industry, we will win.	If we make the best use of internal and external ideas, we will win.
We should control our intellectual property (IP) so that our competitors don't profit from our ideas	We should profit from others' use of our IP, and we should buy others' IP whenever it advances our own business model

Routs to open innovation



Source:
<http://www.openinnovation.eu/11-10-2017/33-routes-to-open-innovation>

