

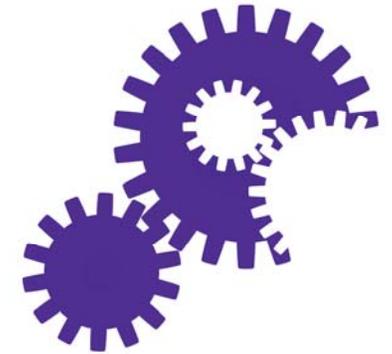
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# **Creativity and Innovation in business**

*thinking outside the box*

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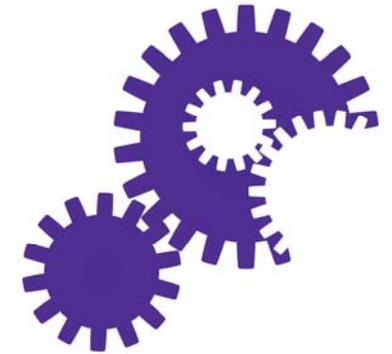
Jon Boyes

Trainer and Support Officer  
Careers and Employment Service

*skills for self employment and enterprise*

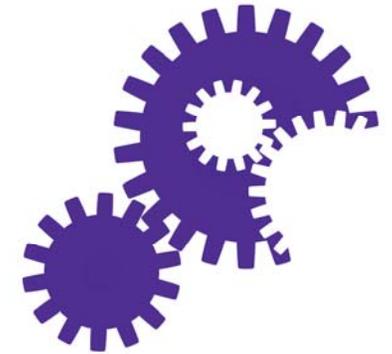
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# Session objectives



- Understand the roles of creativity and innovation in entrepreneurship
- Assess their creative potential
- Apply problem solving and creative thinking in different business contexts

# Team challenge

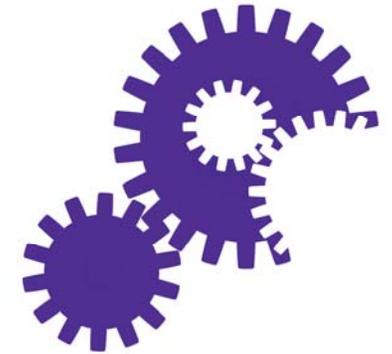


## Product design exercise

Design the tallest paper made structure, using only the materials supplied.

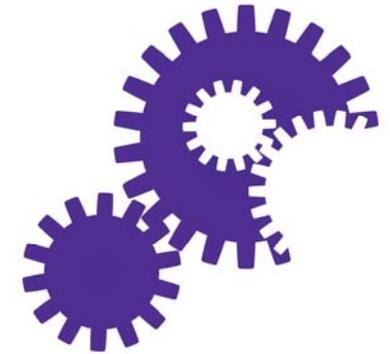
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# Thinking differently .....



- To develop ideas
- To view things in a different way
- To find imaginative solutions to problems

# Someone thought differently about expanding the mint market ....



Polo – To many, the original mint sweet

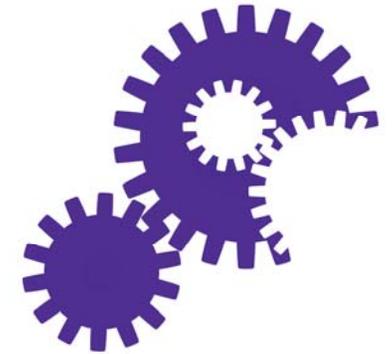
Trebor Mighty Mints – Sugar free, strong mints in a miniature format



SMINT – Sugar free, strong (powerful) mints, in a miniature format that also gives you fresh breath

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# Levels of creativity



**Regurgitation** - Requires least creative input

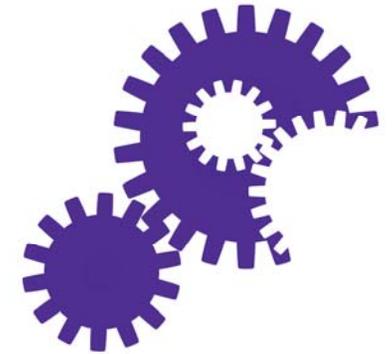
Involves taking **existing ideas / concepts / technologies** and applying them in **new but pre-existing markets / settings**

**Interpolation** - Requires more creative input as you are creating a new idea - Involves introducing a **new idea / concept / technology** into a **pre-existing market / setting**

**Extrapolation** - Creativity is required for the new idea and setting  
Involves introducing a **new idea / concept / technology** into a **new setting**

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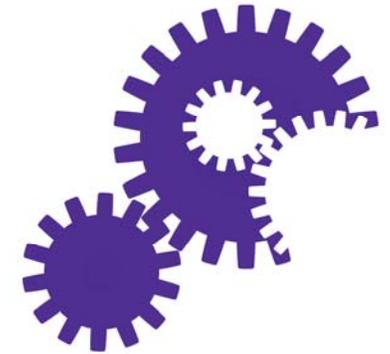
# Characteristics / traits of creative individuals



- Tolerance for ambiguity
- Sensitivity
- Independent thinking
- Imagination
- Reasonable level of intelligence
- Get to the heart of problems
- Not confused by detail
- See no need to adopt standard approaches
- Receptive / positive / flexible

# Creativity:

## left brain vs right brain



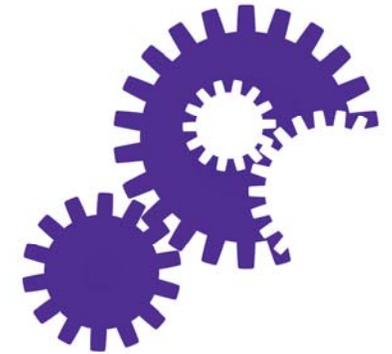
### ■ LEFT BRAIN FUNCTIONS

uses logic  
detail oriented  
facts rule  
words and language  
present and past  
math and science  
can comprehend  
knowing  
acknowledges  
order/pattern perception  
knows object name  
reality based  
practical  
safe

### ■ RIGHT BRAIN FUNCTIONS

uses feeling  
“big picture” oriented  
imagination rules  
symbols and images  
present and future  
philosophy & religion  
can “get it” (i.e. meaning)  
believes  
appreciates  
spatial perception  
knows object function  
fantasy based  
impetuous  
risk taking

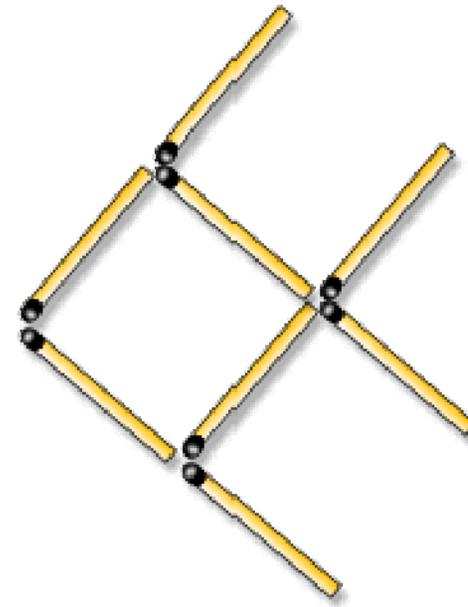
# Creativity – lateral thinking



- Spinning Lady test:

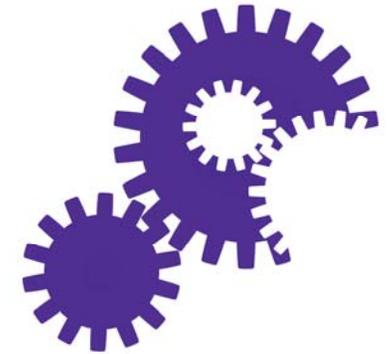
<http://www.youtube.com/watch?hl=en-GB&v=9CEr2GfGilw&gl=GB>

- Questionnaire
- Fish puzzle: move 3 matches to reverse direction of fish

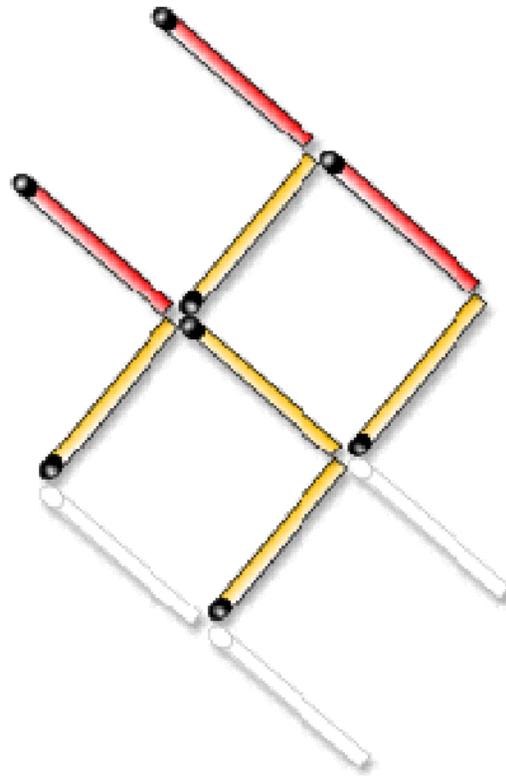


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# Creativity – lateral thinking

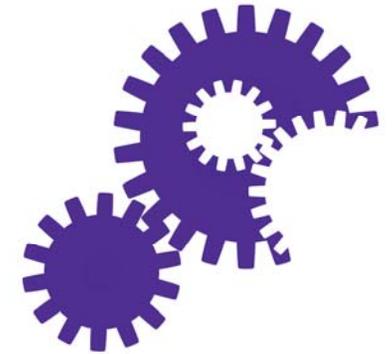


Fish/matches solution



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# What is innovation?



## Innovate

To introduce a new process or way of doing things

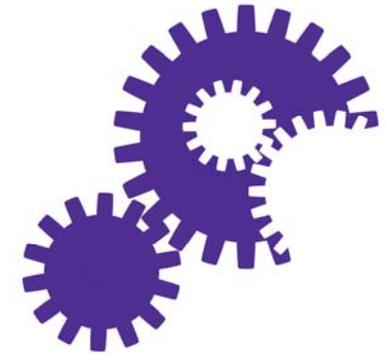
To make changes; to introduce new ideas, methods etc.

## Innovation

Something new which is introduced e.g. an idea or method

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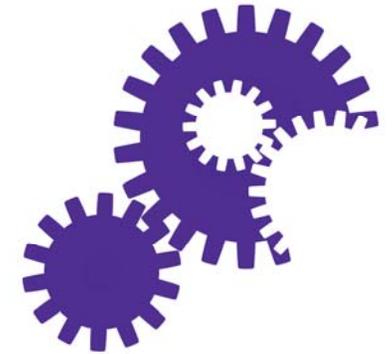
# Why do organisations innovate?



- Competition
- Efficiency / economy
- Technical advances elsewhere
- Pure R & D
- Market share
- Competitive advantage
- Deal with change
- Customers (more demanding / higher expectations)
- External factors

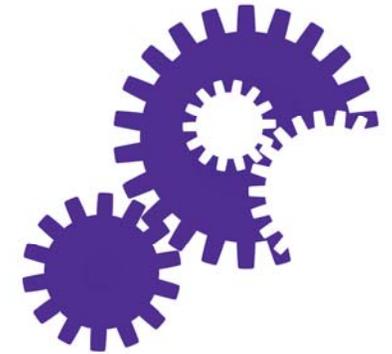
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# 'The Apprentice' cereal task



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# 'The Apprentice' cereal task

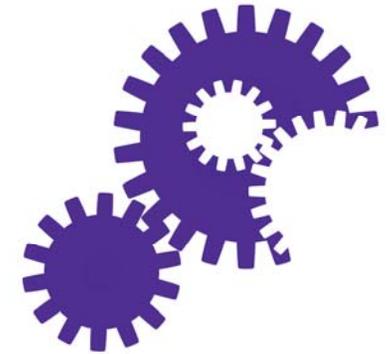


Your task is to come up with a new breakfast cereal. Your product will need:

- a clear target customer in mind
- a name
- distinguishing features and a USP
- a strapline to reinforce its identity

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# Launching your Business: further support

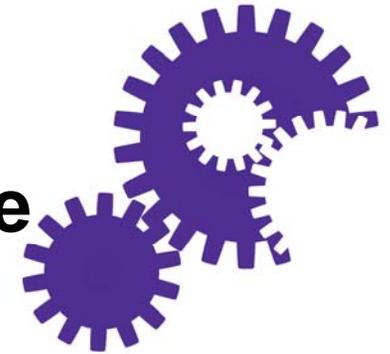


- One-to-one financial and expert support and advice
- Seed funding for business propositions which have the potential to contribute to the regional economy (up to £5k)
- Application form to enrol, need to have relevant skills/info first (*attend relevant enterprise sessions*)
- Further info from Joe Pearce, Business Support  
Joe.Pearce@spaceforsuccess.co.uk

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# Skills for self employment and enterprise

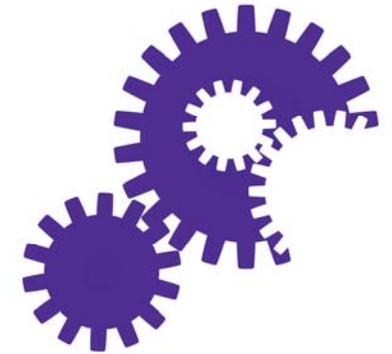
## *List of sessions*



- Intro to entrepreneurship
- Project planning
- Creativity and innovation in business
- Networking skills
- Finding a product/trend analysis/research and test marketing
- Sales and marketing
- The business plan
- Legal and statutory considerations
- Finance: principles/funding/management
- Social entrepreneurship
- Online business
- ZING Business planning game

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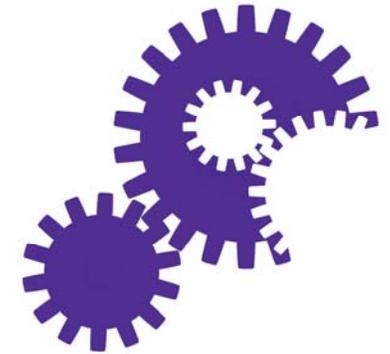
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