

News on Creativity and Innovation related topics

Autumn 2007

creative4business

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News

Creative4business.co.uk will be undergoing some modifications over the next month or two. Disruption will be kept to a minimum but if you are unable to access the website please try again later.

The 'rough and ready' survey of the major

Dear Reader,

Welcome to the Autumn 2007 edition of Innovation Matters. A lot has happened since the last edition. I have been in **Mexico** yet again, this time making new friends at [Espartec](#), experts in monitoring and control systems for the oil and gas industries. I have also been setting up a network of partners to sell and deliver Innovation related products. In time there will be a Mexican website but [click here](#) to see details of partner companies.

In September I spoke at the **Mastermundo** event at the Royal Academy of Art and Design in the Hague. Those of you familiar with the **TED** conference in the USA will understand the idea. Whilst there I met a number of interesting people including **Zachary Jean Paradis**, co author of the forthcoming book **Naked Innovation**. For more information [visit his website](#).

I hope you continue to enjoy these articles and the regular trivia/tips items.

barriers to creativity within organisations is still located on my [Home Page](#). If you currently work, or have worked for an organisation then I would appreciate it if you could take the time to click on two buttons.

Happy reading

Derek Cheshire

$$I = \alpha F(C, K)^n$$

Understanding The Innovation Equation

To see my innovation equation please take a look [here](#) at where you will see the various components explained. This equation is both simple and profound. It states that innovation is simply a blend of creativity (coming up with new ideas), managing know

how (the things we already know) and the frameworks that we put in place to help these processes along.

Note that I have not mentioned Research and Development, High Technology, Science or any of the other keywords that both companies and governments like to use in their strategy documents.

Cutting edge R & D is simply applied creativity with the emphasis on the 'R' whilst Product Development uses some Creativity but using existing ideas and Know How. Production is simply a physical manifestation of Know How. This may not suit those who have a drum to beat but it does keep things nice and simple.

[Read the full article ...](#)

Do I Need To be Creative?

The answer to this question is 'No'. Refer to the Innovation Equation and you will soon understand why. An Innovation System is desirable from the point of view of developing new products, services or processes but it takes a wide variety of skills to make such a system work effectively. The only real requirement is for you, and those around you to have an open mind and be open to the possibility that the way you have run your company up until now may not be the same as the way it needs to be run from now onwards. This applies even if you currently run a successful business.



So the answer is 'No' but what should you be aware of? Well you will need to take a look at the staff you have and see what their strengths are and fill any gaps. They may need to be reorganised, either logically or geographically. Employees may need some sort of training but they will almost certainly require your 'permission' to behave and think in new ways.

If you are not one of the creative people yourself then you might need to widen your leadership and management skills.

[Read the full article ...](#)



Why Does My Organisation Need Creativity?

When was the last time you got into a difficult situation? Have you ever forgotten a present for a special occasion and found yourself making elaborate excuses? Well this is your creativity at work. Some people have more than others but we all have at least a spark. But why is this useful to your organisation?

Like people, organisations find themselves in difficult situations due to increased competition, global trading conditions or just increased pressure from stakeholders to perform better. There is no manual to escape, no 'get out of jail free' card. You will need to rely on the creativity of people at all levels within the organisation, not just management, marketing or

your research and development team.

Unlike computers, people can process huge amounts of information instantaneously and then apply something completely illogical - intuition. Intuition is not crystal ball gazing but is decision making based on knowledge that cannot be currently expressed externally.

[Read the full article ...](#)

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