

Does This Add Up?

Creativity + Innovation = Choice



Looking?

“I was seldom able to see an opportunity
until it had ceased to be one”

After Mark Twain



Entrepreneurship

A capacity for risk management
not
reckless speculation.

Mindset

The only constant is change.



Creativity

Making connections others cannot see

Innovation

Ideas to reality

Entrepreneurship

Creativity + Innovation



The Way We Think

Things happen,

Things happen for a reason,

This leads to a system where everything fits
therefore,

The world is rational, logical and well ordered!

The Way It Is!

We live and operate in an imperfect world.
The market place is chaotic & out of control.
It is in this chaos that uncertainties arise.
It is in this chaos that **opportunities** arise.



Remove Your Blinkers

Look for and understand that gaps occur.

The tool, innovation aids you to take the opportunity and maximise choice.

Have we become complacent and accept that a linear approach is the only way?

Is it too late?



Can This Be True?

Expect the unexpected ~ opportunities are everywhere.

Self perpetuating myths ~ How can administration be innovative?

Management style and culture have a major effect.

Beware of averages.

The First Step

creativity

ideas

thinking

How's Your Thinking?

Often,

Lacks constructive energy

No design

No creativity

Positions people as adversaries

Action Thinking!

Enhances quality & improvement programs.

Makes empowerment & teams work.

Improves communication.

Reduces conflict & friction, resolves specific issues.

Become more innovative & creative.

Supports change



Remember.....

Individual creativity should be accepted

Forget / unlearn how **not** to be creative

Learn to trust your intuition

Practice thinking and embrace complexity

Communicate and record all the creativity

Creativity Blockers

Fear

Habit

Prejudice

Blind Acceptance

Stress

Thinking to Action!

Innovation.....

making it happen, again and again

What Would They Know?

Innovation is not a guarantee
of competitiveness,

a firm cannot
be competitive without it.

3M

What They Do!

Best practice and quality.

Aggressive uptake of leading edge technology.

Continuous incremental improvement & adoption of technology.

The development of new capabilities & original ideas.



What They Do!

Highest level of commitment

Appoint / anoint a champion

Create

- an innovation team
- the milestones
- the plan, strategies and tactics.

Innovation Blockers

Poor / no time allocation

“Not invented here syndrome”

No recognition

Low / no morale

Poor communication

What They Do!

Build an atmosphere of energy & urgency

Foster creative & lateral thinking skills

Institutionalise creativity & lateral thinking

Measure, celebrate & reward

Maintain the passion.

What Innovation Looks Like

CEO's do not lead innovation they drive it.

Involved at key points, creation & launch.

Big picture goals are the drivers not specific targets in innovation.

Innovation is not a separate strategy, it must be linked to the corporate goals.



Innovation Blockers

Tribalism

Politics

Financial constraints

Insecurity

Change policy or lack of

No / little risk taking

What Innovation Looks Like

A project champion is vital.

A learning culture is essential.

Multiple sources of information is vital for innovation.

People who challenge conventional wisdom are needed.



Enterprising Mindset

Innovation is not a quick fix, however, rewards are often immediate.

Adopt a long term view for competitive advantage.

It can be taught & it is not rocket science!

You have the management skills.

You can have the innovation skills.



Innovation

achievable

measurable

repeatable

Innovation = People in Action!

Thinkers ~ Specialise in concepts
Leading edge opportunities

Makers ~ Translating opportunities
Especially competent in execution

Traders ~ Specialise in connections
Create alliances and leverage core
capabilities



Unleash the Creativity!

Recruit people who can generate ideas.

Have idea / innovation champions.

Train people to be creative, use creativity processes.

Encourage & provide time for reflection.

Provide space that is conducive to creative thinking.



Innovation = Staying Ahead

Be proactive, create new ideas, respond to change when needed.

Continuously create the new and refine the old.

Begin a knowledge management program.

Develop the organisation's learning capabilities.

Organisational Blockers

Bureaucracy & structure

Hierarchy, power & status

Culture or lack of it

Misplaced individuals

Motivational mismanagement

Who's Driving this Thing?

the organisation

the team

the environment

you?

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