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Module 19:
Creativity and Innovation
Part 1:
Creativity and Innovation at Work

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Training for Employment

Module 19: Creativity and Innovation

Part 1: Creativity and Innovation at Work

Importance

Over the last decades, innovation and creativity have become critical skills for achieving success in developed economies. The need for creative problem solving has arisen as more and more management problems require creative insights in order to find suitable solutions.

Learning Objectives

Upon the completion of this module, you will be able to:

- Explain behaviors needed to be innovative
- Define what is creativity and Innovation
- Clarify why workplace needs creativity

Exercise: Behaviors needed to be Innovative

Instructions:

*On the below figure write down the behaviors needed to be innovative Ex.: Flexible,
Proactive
persistence
personal initiative
self-starting
good communicator
good listener
collaborative
evaluate and provide feedback*



Exercise: What is creativity and Innovation?

Instructions:

In groups write a definition for the innovation and another for the creativity then draw a picture that represent your definition of both (Flipchart)

What is creativity and Innovation?

Creativity Is:

The act of turning new and imaginative ideas into reality. Creativity is characterized by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity involves two processes: thinking, then producing

Creativity is the process of bringing something new into being. Creativity requires passion and commitment. It brings to our awareness what was previously hidden and points to new life.

What is Innovation?

Innovation is the implementation of a new or significantly improved product, service or process that creates value for business, government or society.

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

Why workplace needs creativity?

Creative business ideas set organizations apart from one another. Without creativity and innovation, every organization would follow the same patterns in marketing/promotion, technique, or even the goods and services they may be selling. Creativity is crucial for businesses today, especially when the market is dependent on innovative, breaking technology. The collaboration of creative minds has the ability to push creative business ideas into reality. Once your business brain is able to think outside the box, the possibilities are endless. Now that we've established how important creativity is to business success, it is only fair that employees have the opportunity to channel their inner creative mind.

Creativity and innovation within a well-run organizations have always been recognized as a sure path to success. Encouraging the employees to think outside of the box and giving them time and resources to explore new areas for innovative ideas is the key to cost-effective business solutions.

Creativity improves the process of solving problems. It doesn't matter if we're talking about developing a new strategy or an innovative way to stay ahead of the competition. Creative problem solving gives that competitive edge that any business is striving to achieve.

Creative ideas and innovative approaches can come from almost anywhere- from your partners, customers, target groups, employees. They can bring you fresh perspectives and ideas, so show them that you're listening and open to their feedback. That's why it is important an open exchange of ideas to be supported and encouraged by the company.

There are a lot of people who believe that they aren't the 'creative type.' These are probably the same people that believe creativity only comes from an artistic perspective, but the truth is, everyone is able to channel creative thinking when put in the right environment. Yes, some people are a little more creative than others, but either way, creative people are extremely important to have in your organization. Employing creative people to join your team allows for a more imaginative approach to solve business problems. Creative thinking can ultimately set your business apart from all of the others, making customers want to have your product and service over others.

Summary

In this part, you learned how to:

- Discover the behaviors needed to be innovative
- Define creativity and innovation
- Recognize the importance of creativity at workplace

