

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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