

Entrepreneurship management Lecture 1

Creativity; Past, Present & Future.....

“How Can we Know Where We’re Going Without Knowing First Where We ‘ve Been?”



Creativity: What is it???.

“The ability to create and innovate has been observed throughout history and even though the fundamental tools may have changed the ability has been prevalent in every civilisation”

“May our species be resurrected and awakened by the Spirit of Creativity for this coming century”

The Past.....



“Throughout history, the process of creation whether; paintings or musical compositions were thought of as ‘spiritual experiences in the service of whatever muse held the artist in her thrall”

“The artist was a channel for a superior power, creativity a gift from the gods, and the imagination a divine spark”

A Gift from the Gods or a New Phenomenon?

Or...Could Both Be True????..... Maybe?

| <u>Natures Creation?</u> | <u>or</u> | <u>Human Creation</u> |
|-----------------------------|-----------|----------------------------------|
| Venoms & Poison | or | Anaesthetics |
| The Leaf | or | Solar Panel (energy from light) |
| The Brain | or | Computer/Electronic Circuitry |
| DNA | or | Computer Program |
| The Ear Drum | or | Microphone |
| The Eye | or | Camera (lens, focus, iris, film) |
| Eye Lid | or | Windshield Wiper |
| Incisor Teeth | or | Knife |
| The Heart | or | Pump |
| Spinal Chord/Nervous system | or | Communication/Telephone Cables |
| Birds | or | Music |

Creativity

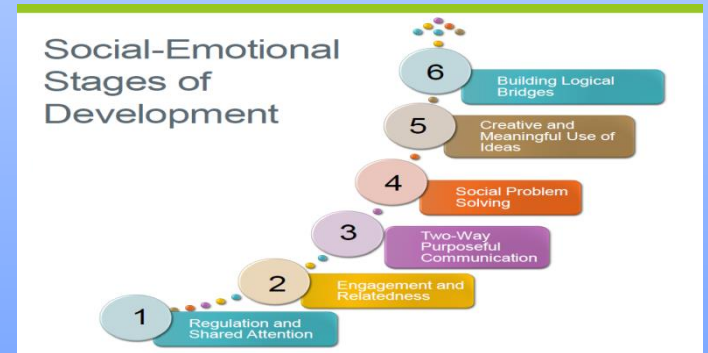
“There is no doubt that creativity is the most important human resource of all. Without creativity there would be no progress, and we would be forever repeating the same patterns”

Two views of Creativity

The Elite View



V's



The Developmental View

The Elitist View...

- Getting New & Valuable Ideas
- A Rare Talent
- Creating Great Works of Art or Scientific Discoveries
- Unable to be Taught
- Not Relevant in My Job/ Organisation
- A Lonely Individual Process

The Developmental View...

- Available to Everyone
- Evident in Personal & Modest Insights
- Released Through Training & Development of Personal Potential
- Within the Scope of All Jobs
- Encouraged or Discouraged Within Groups According to their Climate
- Escape from 'Personal Stuckness' & Reveals Itself in Results Which are Original & Potentially Valuable

Which View Do You
Agree With?

The Reality.....

- Creativity Is **Not** Exclusively for 'Elite' People
- It Can be Developed in **All** Persons
- Creativity is a Personal Problem-solving Process of a Non-routine Kind
- It Can be Learned, Practiced & Successfully Applied by all – in **Every** Walk of Life

Three Components of Creativity

- Domain Relevant Skills
- Creative Processes
- Intrinsic Task Motivation



Stages in Creative Thought

- Preparation
- Incubation
- Insight
- Evaluation
- Elaboration



Reading

Fillis, I. (2002) An Andalusian Dog or a Rising Star? Creativity and the Marketing/Entrepreneurship Interface. *Journal of Marketing Research*, 18(1), 379-395.

Bygrave, W.D. (1989) The entrepreneurship paradigm (1): a philosophical look at its research methodologies, *Entrepreneurship Theory and Practice*, 14(1), 1-26.