

# Strategic Research and Development Management

Lecture 1: Managing a portfolio of processes

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# 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

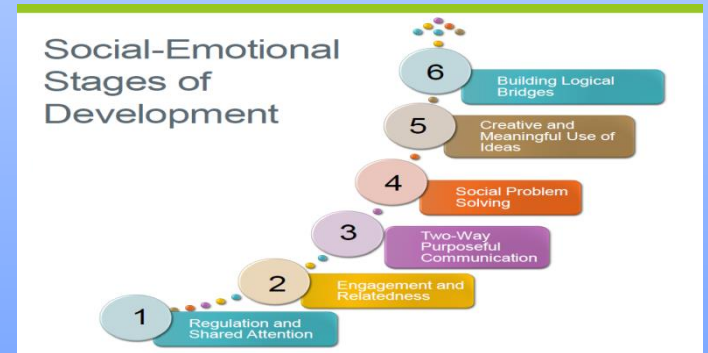
*“There is no doubt that creativity is the most important human resource of all. Without creativity there would be no progress, and we would be forever repeating the same patterns”*

# 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

# 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.