



CREATIVITY, ENTREPRENEURSHIP & INNOVATION

(b)(6) talk focused on these three concepts, and the differences and similarities between each.

1. **Creativity** is a discipline that takes courage. Think of a kindergartener's bravery in stating their ideas versus an adult's fear of the reactions of others. Creative people learn to deal with criticism and even ostracism. Creative solutions bring together existing things or ideas in a new way (Medici Effect).
2. **Entrepreneurship** is a practice where *failure is good*. Failure teaches us MORE than success does. We can also drive change as intrapreneurs...

intrapreneur /,ɪn trəˈprɛːnɜːr/ n.

Someone within an organization that takes risks in an effort to solve a given problem

We don't need to risk it all with a start-up; we can be intrapreneurs within our current organization.

3. **Innovation** is a journey and pathway, built on a foundation of Creativity and Entrepreneurship. This is where you cross domains, taking diverse solutions into the marketplace.

(b)(6)

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The Creative Problem-Solving Process: (b)(6) explained the importance of looking at problems, not just coming up with solutions when no problem is apparent. Entrepreneurial ventures have failed because they started with an IDEA without a NEED. Get out and communicate with the user. Once a problem is identified (b)(6) provided the following process for developing a solution.

1. Understand the problem
2. Gather the Raw Material: Doing your "Due Diligence" in collecting existing information
3. Mastication: Allow the brain to chew on it
4. Incubation: Don't try to make your brain think harder, because it won't. However, if you let your mind go—the thoughts will come to you...get into "Zen mode." (i.e. on a run)
5. Illumination: The light bulb!

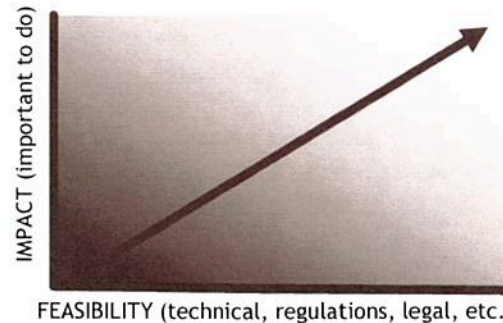
And if you still haven't come to a solution...always turn back to your initial problem.

(b)(3) (10 U.S.C. § 130b), (b)(6)

IMPACT vs FEASIBILITY:

Once a solution to a problem is identified, it is important to determine if it is worth carrying out.

The chart to the right assists with that determination—the goal is to implement solutions with both high impact and high feasibility.



Recommended Reading:

The Medici Effect by Frans Johansson // The Lean Startup by Eric Ries

WORKFORCE CHALLENGE:

Be an Intrapreneur in your office! If there's a problem you see that needs to be addressed, figure out a highly impactful and feasible way to solve it.

