

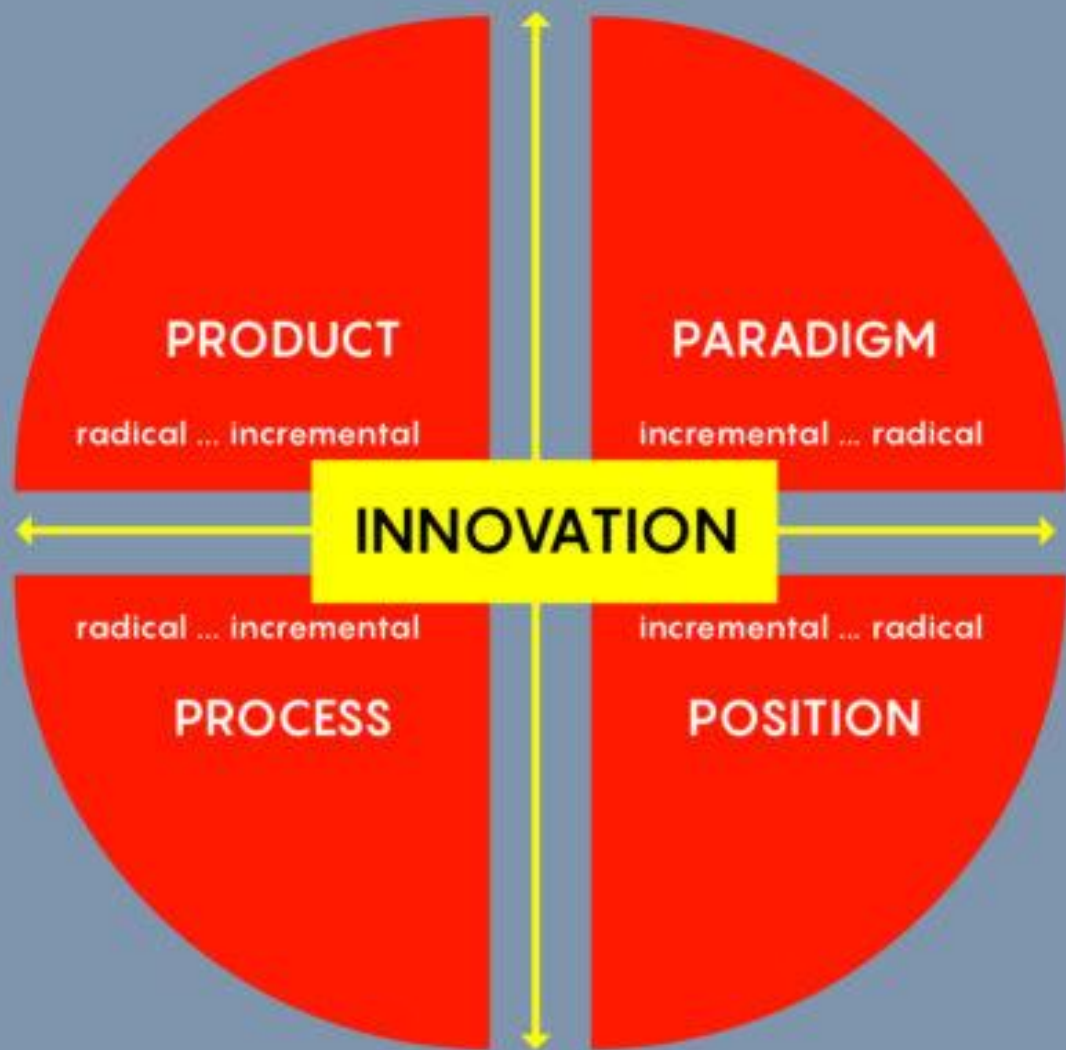


Creativity | Innovation

Innovation is the process of turning a new concept into commercial success or widespread use | To create something new

Creativity is the act of turning new and imaginative ideas into reality.







Product

- This involves changing the product or services of an organisation has to offer.
- Product innovation can involve a change in the design of an existing product or changing the entire product or service.
- You must identify these gaps and find new spaces to target your audience to satisfy them with a refreshing approach.

Process

- Aligning your daily processes in line with the need of your target audience in manner to ensure their business is successful in the long term.
- Production process is redesigned based on market and tech-related changes in the market.



Paradigm

- Shifting your approach/pattern especially when they find other sectors more profit bearing.
- Paradigm Innovation refers to the shift in the underlying mental model via a change in the business status quo.



paradigm

Key pointers

- Innovation requires the collaboration of many people from different areas and levels within the company, for both brainstorming and launching the projects.
- Innovation is for everybody because we are all creative.
- Always Innovate => Improve => to attain value



Creativity and Innovation is NOT

- Creation of something that existed before
- Having an idea is not creativity or innovation everyone has an idea
- Is NOT just for big companies
- Innovation is NOT just for creative people



Input
Activities
Output
Outcomes
Impact