



# Entrepreneurship

## How to be entrepreneurially creative

### FINDING A BUSINESS IDEA

One of the primary steps in entrepreneurship is finding that very good idea that can be transformed into a business.

But **are you creative enough to get that good business idea?**

What is required?

<b>Discipline area</b>	Social Studies or better Economic Studies
<b>Topic</b>	Inequalities and Creativity
<b>Estimated time</b>	1h 30'
<b>Learning goals</b>	<p>If you go through the whole learning unit, you will</p> <ul style="list-style-type: none"> <li>• learn how you can become more creative</li> <li>• be more aware of how to identify gaps in what is offered by companies</li> <li>• strengthen your ability to take note on potential successful business ideas</li> <li>• learn about business opportunities hidden in everyday strolls</li> </ul>

## Warm-up

First, a quick quiz to warm up! What do you know about creativity?

**1. Are all persons creative?**

- a** No, creativity is a special feature of a few people
- b** Yes, it comes naturally to all
- c** Of course not, this is why only a few are successful business people
- d** Yes, but you need to cultivate it, it is like a muscle!

**2. What are the key principles for becoming creative?**

*(multiple correct answers)*

- a** Observing
- b** Noting down
- c** Questioning
- d** Collaborating

**3. Can I do something with bad ideas?** *(multiple correct answers)*

- a** No, you just disregard them
- b** Explore further whether they are really bad ideas
- c** Write them down, they might be useful in the future
- d** Try not to have them

Go through the unit and you will see what answers were right or wrong!

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# Learn

## 1

How can one become more creative? In this presentation we are discussing how you can stimulate your creativity and become better at solving problems. After all, according to surveys, **being creative is more crucial to success in life than being intelligent.**

**CRAYON'S TRAINING COURSE**  
Creativity in Action to promote YOUNG eNtrepreneurShip  
Project number 2015-1-ES01-KA203-010099


Module III  
Boost your creativity and use it to innovate



**Florida**  
UNIVERSITY OF THESSALY  
i-Box  
PRIVE


Erasmus+

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**CREATIVITY**

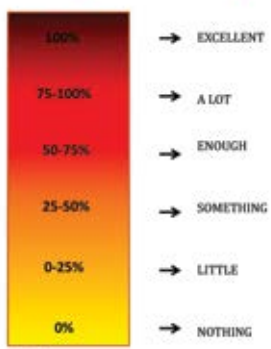
- is a bigger predictor of success in life than intelligence!
- increases the productivity of organisations
- improves the process of solving problems
- can be learned!




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**Are you a creative person? Creativity thermometer**



100%	→ EXCELLENT
75-100%	→ A LOT
50-75%	→ ENOUGH
25-50%	→ SOMETHING
0-25%	→ LITTLE
0%	→ NOTHING



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**What is "thinking different"?**  
**What is "being creative"?**

**Creativity is a condition for life.**  
**It is to use imagination to solve problems in a creative way that generate original ideas.**

→ Contrary to what we might believe, thinking creatively does not come automatically

- We all have the ability and the tools to think creatively
- We only need to know how our brain works and ... change the pattern!



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And now, please, **draw a house!**

You have 5 minutes.

Done? Then continue to read...

### Let's identify and use our creative thinking...

When we face a problem, our first reaction is not original.

We find it hard to be original

**WE MUST GET RID OF OUR MINDSETS**



**How to look beyond?  
How to get out of immediateness?  
Many things happen around us,  
everyday. Are we aware of them?**



### To be creative implies:

**Daring to think differently. It is ok!**

**Go beyond the immediate, not to stay with the first idea or solution that comes to mind.**

**Daring to jump some rules. We can always come back to them later, but it will help us to take distance.**

**Look, observe, beyond where we usually do.**

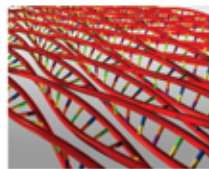


### 2. Creativity and innovation: The innovator's DNA

Creativity goes hand in hand with innovation. And there is no innovation without creativity

There are 5 skills that characterizes the DNA of innovators (Harvard Business Review).

By mastering these skills you can learn to think and act differently, and thus increase the prospects for development of innovative products and services.



### (1) Observing and (2) questioning

Observing and questioning go together

Innovative people watch and later they ask for what they see.



It is a habit we can learn. "The gymnastics of the brain consist in asking questions to oneself" (Joaquín Lorente).

Questioning does not mean that we have the answer, but is the first step to start looking.



### (3) Associating

Most of the problems that we can find have already been solved by someone in another context.



Being able to associate concepts and others' experiences, to situations that exist in our immediate environment can give us unexpected solutions.

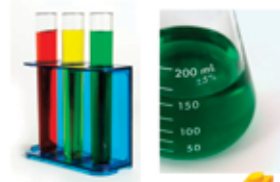


### (4) Experimenting

We only have data about the past, and that is not enough to innovate.

Experimentation in essence means: "I do not want to wait for existing data, I will generate it"

Experimenting also involves the ability to do, to test, to learn from mistakes and to correct them.



### (5) Interacting and collaborating

The ability to network and make connections is essential.

A diverse group of people with different backgrounds and experiences allows us to identify and develop innovative ideas.



To interact with others, exponentially increases the probability of obtaining useful information.

The "Mingle in order to making you be seen" (The Viking Manifesto).



### To these we add... Learning from mistakes

How do we face our own mistakes?

- We look for someone or something external as a source of error.
- We hide, we would not tell anyone.
- We justify to ourselves: we forgive ourselves.
- We say to ourselves how clumsy we are.
- We start thinking what we did to be wrong
- We discuss the mistake with others to get their opinion.
- We laugh about what happened or seek the positive side.
- We try to find the causes of error so that does not happen again.



# Create

Innovation helps to solve existing problems and to satisfy needs.

In order to generate your business idea...

## 1

### **Find problems to solve/needs to satisfy!**

How?

With your buddy go through the room you are in right now, go out and check the corridors, the entrance and the yard (if any), look at the people walking around. What would increase their well-being there?

Each of you take separate notes.

## 2

**Share your observations and compare them:** what problems did you see/what needs did you recognize?

## 3

**Choose together one problem to solve/one need to satisfy.**

Have a brainstorming session in order to find promising ideas which might be good business opportunities (think of products, services, architectural changes...), that means: each of you shares ideas that just come to their minds. Note down all of them without judging!

## 4

When you are done choose one and prepare a leaflet in which you present your innovative idea.

Feel free to share it with others... how do they like it?

# Reflect

Imagine you are asked by the local mayor to organise a process in your school in order to generate creative ideas to increase sustainability in your city.

**What activities would you put forward in order to stimulate creativity and help your peers to generate new ideas?**

Have a brainstorming right now!