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# TTI DNA<sup>®</sup>

# Creativity and Innovation

*A session from  
Rx Online*

## Creativity and Innovation

***Adapting traditional or devising new approaches, concepts, methods, modes, designs, processes, technologies and/or systems.***

### Why is this skill important?

Businesses are facing changes like never before. Numerous driving forces to this change include a rapidly expanding marketplace, globalization, increasing competition, diversity among consumers and availability of new forms of technology.

Creativity and Innovation are often keys to the success of a business, particularly when strategizing during planning and when designing new products and services. Creativity is typically used to refer to the act of producing new ideas, approaches or actions while Innovation is the process of both generating and applying such creative ideas.

A person who has good Creativity and Innovation skills can generate creative new ideas and convert them into novel, useful and viable products, services and business practices. Imagining new concepts seems to come naturally to some people. Many leaders who are good at noticing unique patterns are curious, flexible, focused on the future, have a positive outlook and are open to new ideas in a variety of areas.

People who have not developed their Creativity and Innovation skills don't see interrelationships and patterns. Not seeing these important relationships means that you won't be able to devise new approaches, concepts, methods or systems. If you help your company adapt traditional approaches or develop new approaches, you are proving your own value again and again.

### What skills are associated with Creativity and Innovation?

Someone who has mastered skills associated with Creativity and Innovation:

- Notices unique patterns, variables, processes, systems or relationships.
- Expresses non-traditional perspectives and/or novel approaches.
- Synthesizes and/or simplifies data, ideas, models, processes or systems.
- Challenges established theories, methods and/or protocols.
- Encourages and promotes creativity and innovation.
- Modifies existing concepts, methods, models, designs, processes, technologies and systems.
- Develops and tests new theories to explain or resolve complex issues.
- Applies unorthodox theories and/or methods.
- Imagines new or revolutionary concepts, methods, models, designs, processes, technology, systems, products, services or industries.

## How do you develop your own skills in Creativity and Innovation?

- Challenge the assumptions and beliefs inherent in your thought processes. Don't just keep doing something because it traditionally has been done that way. Rather, change the way it has always been done or seek a better, or more efficient way to do it. Consider what else is possible.
- Write down any and all ideas you have to challenge established theories, methods and/or protocols.
- Always be on the lookout for new ideas and new approaches. Be educated about and open to trying novel technologies or processes.
- Read industry publications and attend trade shows/conferences to stay abreast of current thinking in the field. Try to incorporate what you learn into your daily job.
- Read as much as you can about everything possible. Books exercise your brain, provide inspiration and fill you with information that allows you to make creative connections easily.
- Brainstorming can not only help you to come up with a variety of new ideas, but also decide which is best!
- Always carry a small notebook around with you. That way, if you are struck by an idea, you can quickly note it down.
- Develop several solutions to each difficult problem or new opportunity you face, evaluate them objectively and then act on the best possible solution.
- If you can't think, go for a walk. A change of atmosphere is good for you, and gentle exercise helps shake up your brain cells.
- If you are stuck for an idea, open a dictionary, randomly select a word and then try to formulate ideas incorporating this word.
- Define a problem you have. Grab a sheet of paper to make notes and define your problem in detail. You'll probably find ideas positively flowing out once you've done this.
- Operate from a broad, long-term perspective. Don't just think about how your actions affect the short-term, but think big!
- Exercise your brain. Brains, like bodies, need exercise to keep fit. Exercise your brain by reading a lot, talking to clever people and disagreeing with people. Arguing can be a terrific way to give your brain cells a workout.

# Creativity and Innovation

## Activities

### Activity 1: Strategic Opportunities

Identify key strategic opportunities that are possible for your organization. After you complete the following questions, decide what strategies will be most effective and develop action plans for all stakeholders.

**Who are our internal customers, people within the organization that we must support or work with?**

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**What do they need or request from us?**

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**Who are our external customers, clients, suppliers and others outside our organization?**

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**What do they need or request from us?**

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**What external trends may shape our customers' needs and wants in the future? How can we learn more about those upcoming trends?**

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**What products or services do we offer to meet those needs? What can we develop to accommodate them?**

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**What are our competitors doing to meet those needs?**

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**How can we find out more about what is going on in our industry or market?**

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**What can we do to stand out positively from the competition? What are our unique qualifications?**

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**What can we do with and for our customers and suppliers that will have the best possibility of helping us meet our goals?**

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## **Activity 2: Developing Solution Options**

**For a current or upcoming decision you need to make, carefully define the problem:**

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Determine if a decision needs to be made, then work toward creatively determining several possible solutions.

**Option 1:** \_\_\_\_\_

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**Option 2:** \_\_\_\_\_

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**Option 3:** \_\_\_\_\_

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### **Activity 3: Analyzing the Options**

For each option you discovered in Activity #2 above, complete the following questions:

**Option 1:** \_\_\_\_\_

**How easy is it to implement (1-5 scale)?** \_\_\_\_\_

**What human resources are needed?** \_\_\_\_\_

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**When can it be completed?** \_\_\_\_\_

**How much does it cost?** \_\_\_\_\_

**Questions/outstanding issues:** \_\_\_\_\_

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**Option 2:** \_\_\_\_\_

**How easy is it to implement (1-5 scale)?** \_\_\_\_\_

**What human resources are needed?** \_\_\_\_\_

**When can it be completed?** \_\_\_\_\_

**How much does it cost?** \_\_\_\_\_

**Questions/outstanding issues:** \_\_\_\_\_

**Option 3:** \_\_\_\_\_

**How easy is it to implement (1-5 scale)?** \_\_\_\_\_

**What human resources are needed?** \_\_\_\_\_

**When can it be completed?** \_\_\_\_\_

**How much does it cost?** \_\_\_\_\_

**Questions/outstanding issues:** \_\_\_\_\_