

CREATIVITY IN BUSINESS

project „NEW START UPS“



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CREATIVITY IN YOUR BUSINESS

Creativity = the ability to think productively, break rigid views of the world, thinking in ruts and thought blocks. New solution possibilities are conditioned by the ability to take a fresh look at new combinations of information.

DEVELOPMENT OF CREATIVE SKILLS

Key components of creativity:

- Flexibility – Flexibility in thought, ability to “switch”
- Fluency – The ability to find solutions quickly and easily
- Originality – The originality and novelty of the result and the entire process
- Analysis – Ability to analyze problem, process and outcome, including feedback
- Productivity – Lots of solutions, lots of ideas, zero fixation on the first idea
- Constructing – The ability to connect old phenomena with a new situation
- Reshaping – The ability to replace old bindings with new ones
- Organizing – The ability to create order in an organized and structured manner
- Power of expression – The ability to formulate the task, the process and the result
- Implementation – Quality in direct implementation of the entire process, ability to plan and act
- Combination – The ability to find solutions in relationships between existing elements
- Transformation – The ability to replace old data with new ones, the ability to terminate
- Decision Making – The ability to establish evaluation criteria and determine course of action based on them
- Matching – The ability to match the outcome and with the current situation
- Organizing – The ability to solve a problem in relation to a goal, plan and purpose

Traits of a creative personality

- Tolerance
- stimulation + functional freedom
- flexibility
- willingness to take risks
- confusion preference
- satisfaction from the activity
- freedom from stereotype
- persistence
- courage

Myths about creativity

- creative people are brilliant

- creativity is innate
- creativity can be increased with alcohol
- creativity is a step to madness
- creativity can be induced by special techniques

ENEMIES OF CREATIVE THINKING

A stereotype is a generalizing opinion about groups or objects. It is a template-like way of perceiving, judging and evaluating what it relates to. It is not the result of direct experience, it is taken over and maintained by tradition.

A stereotype is a habitual way of acting.

CREATIVITY.....

- Idea
- Planning
- Prototyping
- Implementation
- Test

IDEA

Each RED SOUND Idea is born from the passion for audio and for craftsmanship.

The Made in Italy concept

Analysis of the practicability and feasibility of a project. DESIGN

Design is one of the most delicate but at the same time exciting phases.

All the design knowledge is implemented using dedicated software and prototyping machines.

PROTOTYPING

One of the phases that requires great investment in Time and Resources, but at the same time fundamental for the process of developing ideas.

Prototyping time of the product, product quality.

Uniqueness of the product: the handmade product is unique.

REALIZATION

The craftsman has the opportunity to put his knowledge into practice so that the product reaches the quality desired by the customer.

If the product is chosen by a large audience, it moves on to the production step.

TEST

The finished product will undergo a series of quality control tests. Onerous but essential phase to reduce the “failure rate”

..... IN YOUR BUSINESS

Owning multiple projects and doing business. What is behind the term business.

Opportunities, possibilities and scenarios.

In what terms we can talk about business and how it can be applied in our local context.

CONCLUSIONS