



CREATIVITY, INNOVATION AND OPPORTUNITY IDENTIFICATION

Participant Workbook



Youth Employment Services - YES
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Creativity, Innovation and Opportunity Identification

Overview and Purpose

This workshop introduces three key concepts in entrepreneurship: creativity, innovation and opportunity identification. You take part in activities to define and then explore all three concepts. You generate and refine your own ideas for a business, applying the concepts of creativity, innovation and opportunity identification that you have learned.

Time

The workshop is between three and six hours long.

Learning Outcomes

At the end of this workshop you will be able to:

1. Define creativity and understand the process of creating.
2. Complete activities to help you develop your creativity.
3. Define innovation and understand the process of innovation.
4. Define opportunity identification and understand the process of opportunity identification.
5. Complete activities to refine your opportunity identification skills.
6. Analyze your own business idea through the lenses of creativity, innovation and opportunity identification.

Leading Questions

As you complete this workshop, you will think about and answer the following questions:

1. What do you think creativity is? How do we become more creative?
2. What do you think innovation is? How do we become more innovative?
3. What do you think opportunity identification is? How do we become better at opportunity identification?
4. What is your business idea? How can you revise your idea based upon the information presented in this workshop?

Workshop Agenda

Introductions and Workshop Overview

1. Creativity and Innovation Around Us
2. What is Creativity?
3. How do We Develop Our Creativity?
4. What is Innovation?
5. How do We Develop Our Innovation Skills?
6. What is Opportunity Identification?
7. What is the Opportunity Identification Process?
8. Refining Your Business Idea
9. Review and Wrap-Up

1. Creativity and Innovation Around Us

1.1 Noticing Creativity and Innovation



Think of at least five new products or services that you noticed recently. What was new about them? Why did you notice them?

2. What is Creativity?

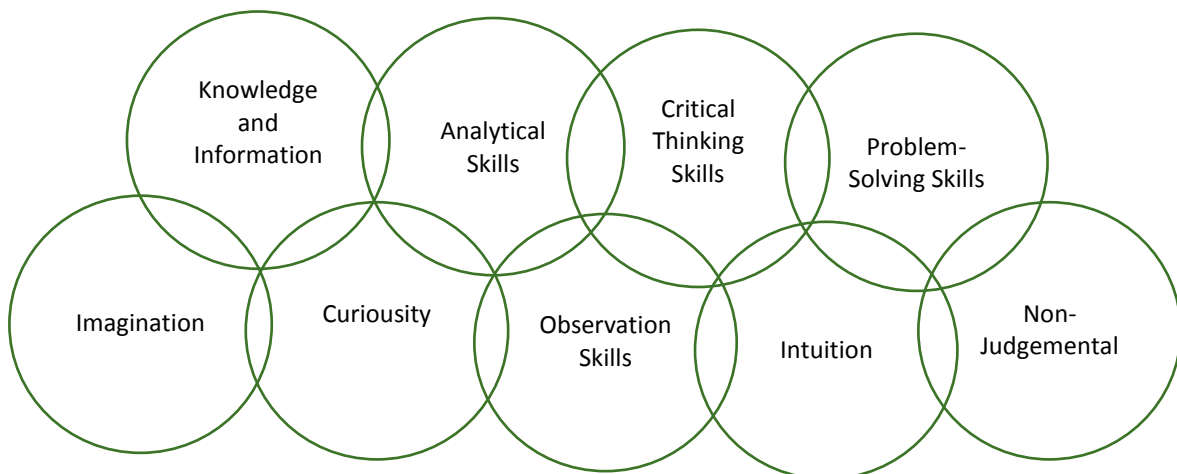
Creativity leads to the development of something **new** and **valuable**.

Creativity results from **the potential of the mind** to conceive new ideas.

Building and running a business is a highly creative process.

2.1 Is Creativity an Ability or a Process?

Creativity is the **ability** to generate new ideas.

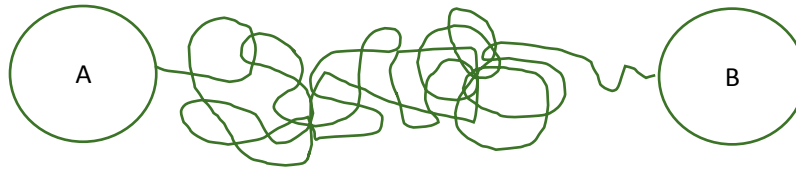


Creativity is the process of generating new ideas.

A linear process?



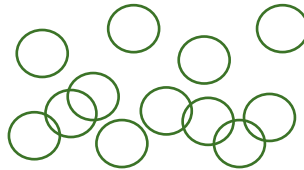
A non-linear process?



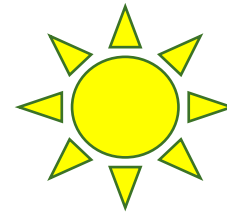
An epiphany process?



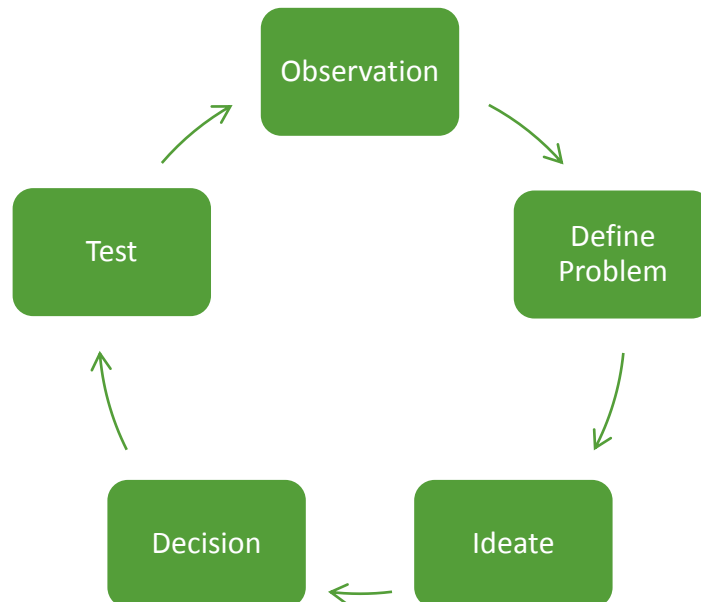
A percolating process?



An incubation process?



A circular process?



3. How do We Develop our Creativity?

3.1 *Playing with Lego™*



1. Take the bag of *Lego™* pieces (or other building materials provided). Working in a small group, construct each of the following objects one at a time: a house, a tree, a car, a robot, a flower. Your instructor will give you different directions before you build each object.
2. Visually represent the emotion given by the instructor.

3.2 *Object Use Brainstorming*



Take any object from your bag. What is it used for? With your group, brainstorm at least ten other uses for the object.

3.3 *Object Improvement Brainstorming*



Take any object from your bag. How can it be improved? With your group, brainstorm at least ten ways to make the object better.

4. What is Innovation?

4.1 *What is Innovation?*

Innovation is the implementation of ideas generated through creativity. Innovation is about making the ideas a reality and putting them to work. In addition to good ideas, we need the resources, processes and environment in which to implement them.

4.2 What is Frugal Innovation?



Watch the video: *Creative Problem-Solving the Face of Extreme Limits* by Ravi Nadjou

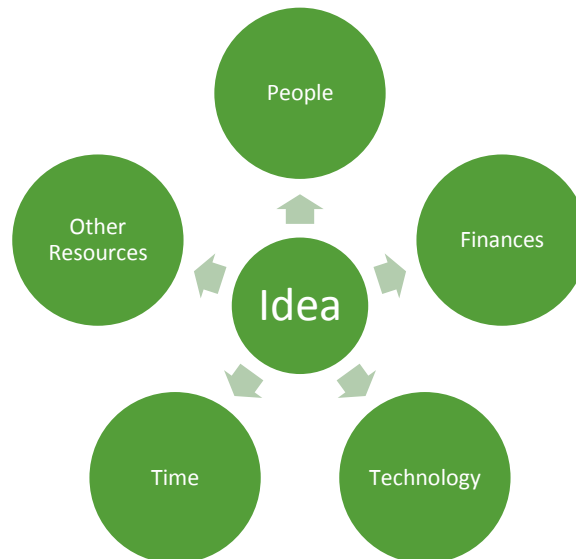
https://www.ted.com/talks/navi_radjou_creative_problem_solving_in_the_face_of_extreme_limits

What is frugal innovation? Why is it important?

5. How Do We Develop Our Innovation Skills?

5.1 Becoming a Practical Idealist

In addition to developing our creativity, we need to be a **practical idealist**. We need to identify what we need to do in order to turn our idea into reality.



Use the word map on the next page. Put your business idea in the middle. With a partner or small group, brainstorm everything you need in order to make your idea a reality, using the categories in the word map as a guide.



6. What is Opportunity Identification?

6.1 Types of New Business Opportunities

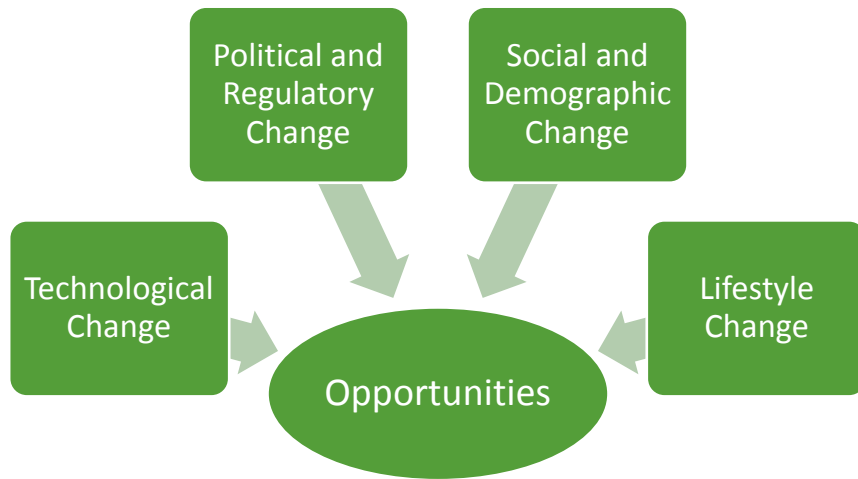
There are many types of new business opportunities that we can look at for our business idea including:

1. Products
2. Services
3. Processes
4. Organization systems
5. Markets/locations
6. Raw materials
7. Business models



Think of an example new opportunity for each type of opportunity listed above.

6.2 What creates new opportunities for businesses?



Complete the chart with possible new opportunities created by the types of changes given in the two right-hand columns.

Type of Change	Example	Possible New Opportunities
Technological Change	Online market places (i.e., eBay)	
Political/Regulatory Change	Legalization of marijuana	
Social/Demographic Change	Aging population	

Lifestyle Change	Fast-Paced Lifestyle	
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6.3 What recent technology changes have created new opportunities?

Technology is currently the most rapidly changing area of modern life, generating new opportunities on an almost daily basis.



Thinking back just over the past five to ten years, list at least five new technologies in the chart on the next page. Beside each one, list at least one new business opportunity that resulted from the technology change.

New Technology in the Past Five to Ten Years	New Business Opportunity Created by the Technology
1.	
2.	
3.	
4.	
5.	

6.4 Opportunity Identification as Solving Problems

Another way to think of opportunities is as problems that need to be solved.



For each of the opportunities in the chart on the next page, what problem is being solved?

Opportunity	Problem it Solves?
Tutoring	
Lawn care/gardening	
Singer/songwriter	
Vlogger	
Meal service	
Handy person	
Pet sitter/dog walker	
Snow remover	
Personal shopper	
Jewelry designer	
Blogger	
Personal assistant	
House sitter	

7. What is the Opportunity Identification Process?

7.1 The Opportunity Identification Process



7.2 The Importance of Information and Knowledge

One thing that helps us identify opportunities is information, but not just any information. It needs to be information that is current and cutting edge, that comes from different perspectives and from different fields. We can gain this information by reading, listening and watching quality information sources. We can also gain this information from our social network. The larger and more informed our social network the more information we have access to.



Watch the video: *60 Second Entrepreneur: Comprehensive Understanding*
https://www.youtube.com/watch?time_continue=33&v=SaRI2GrN-tA

What does the entrepreneur tell us about information/knowledge and opportunity identification?

7.3 How do we identify opportunities that are practical and easy to implement?

Many opportunities are not expensive to turn into actual businesses. They do not require us to purchase very much equipment, property or inventory. They also don't require us to follow a lot of regulations.



Think of opportunities created by lifestyle changes, an aging population and/or technology changes that are easy and inexpensive to turn into businesses. Put your ideas in the chart below.

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8. Refining Your Business Idea



Using everything you have learned about creativity, innovation and opportunity identification, refine your business idea.

9. Review and Wrap-Up

9.1 Workshop Review

1. Creativity and Innovation Around Us
2. What is Creativity?
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8. Refining Your Business Idea

9.2 Complete the concept checking quiz as a class.

9.3 Ask any final questions.

10. Additional Resources

Steven Johnson. 2010. *Where Good Ideas Come From: The Natural History of Innovation*. New York, NY: Riverheads Books.

Navi Radjou and Jaideep Prabhu. 2015. *Frugal Innovation: How to Do More with Less*. New York, NY: Public Affairs.

Ed Catmull. 2014. *Creativity, Inc: Overcoming the Unseen Forces that Stand in the Way of True Inspiration*. Toronto: Random House Canada.