

Note: This is the text-only version of this week's lecture.

All media (i.e. videos, flash presentations, and PowerPoints) and learning activities (i.e. assigned readings, assignments, and discussions) are accessible only through the online course.

Week 1: Understanding Creativity and Innovation

Week 1 Overview

Log in to the course to view video and alternative version.

Click the hyperlink below for a transcript of the video.

[Video Transcript](#)

Week 1 Introduction and Objectives

Lack of creativity and innovation are often correlated with why organizations fail to grow. There are many impediments to creativity and innovation at both the individual and organizational level. In Week 1, we will explore the constructs of creativity, innovation and technology. We will also cover what innovation is, including its many dimensions.

Learning Objectives

After completing this week, you should be able to:

- Understand creativity (personal and corporate), innovation (personal and corporate) and the dimensions of technology that can be used for enterprise growth.
- Assess your own Innovation IQ as well as your company's Innovation IQ.
- Identify the key reasons why enterprises experience stalled growth.
- Understand what can be done to enable enterprises to maintain their growth.
- Understand the essence of innovation.

Week 1 Learning Activities

Learning Activity	Description	Due Date	Points/Weight
Introductions Forum	Post your bio to the discussion forum.	Complete by end of Day 1	~
Reading 1	<p>Read:</p> <ul style="list-style-type: none"> • Crane, F.G., Meyer, M.H. (2012). Key Caveats and Emerging Creative Solutions to Achieve Successful Corporate Innovation. <i>Current Opinion in Creativity, Innovation and Entrepreneurship</i>, 1 (2). • Read Chapter 1 of the Meyer/Crane text. 	Complete by end of Day 1	~
Lesson 1	Creativity and Innovation	Complete by end of Day 1	~
Lesson 2	Introduction to Innovation	Complete by end of Day 1	~
Assignment 1	Determine your Innovation Quotient.	Complete by end of Day 2	3
Assignment 2	Determine your enterprise's Innovation Quotient.	Complete by end of Day 2	4
Discussion 1	"Creative Compared to Innovative"	Post by end of Day 3, Respond by end of Day 5	5

Note: All assignments are to be submitted through the **Assignments** area of the course. Similarly, all discussions can be accessed in the **Discussions** area.

Introductions Forum

Due Date: Day 1

Value: Participation

Compose a short biographical sketch of yourself in which you state:

- The name by which you prefer to be addressed.
- Your current profession.
- The name of organization in which you are employed, and its location.
- Your educational background.
- Your reasons for taking this course.
- What you expect to achieve after you have completed this course.
- Any other information you believe you should share with other students.

Notes:

- No order is implied in the above list.
- You may include your picture as a jpeg or gif file. The image size should be about 150 x 150 pixels or smaller.

Week 1 Reading 1 (Complete by end of Day 1)

Read:

- Crane, F.G., Meyer, M.H. (2012). [Key Caveats and Emerging Creative Solutions to Achieve Successful Corporate Innovation](#). *Current Opinion in Creativity, Innovation and Entrepreneurship*, 1 (2).
- Read Chapter 1 of the Meyer/Crane text.

After reading these articles, go through the presentation on the next page to better understand the importance and dimensions of creativity, innovation, and technology and how they are related to enterprise growth.

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Creativity and Innovation

The presentation below provides you with a solid overview of the constructs of creativity and innovation. It also discusses impediments to creativity and innovation.

Navigate the presentation using the Next and Previous buttons.

Log in to the course to access interactive course content and alternative version.

Click the hyperlink below for the above presentation in PowerPoint format.

[Creativity and Innovation](#)

Click the hyperlink below for a transcript of this presentation.

[Transcript](#)

Introduction to Innovation

The presentation below provides you with an introduction to innovation.

Audio for this presentation will begin automatically; ensure that your speakers are turned on and the volume is adjusted. Navigate the presentation using the Next and Previous buttons.

Log in to the course to access interactive course content and alternative version.

Click the hyperlink below for the above presentation in PowerPoint format.

[Introduction to Innovation](#)

Click the hyperlink below for a transcript of this presentation.

[Transcript](#)

Week 1 Assignment 1: Your Innovation Quotient (Submit by end of Day 2)

Point Value: 3

As you have read so far, creativity and innovation are critical for enterprise growth. However, many of us have difficulty with these concepts, including determining whether or not we are creative and innovative. While many individuals assert that their enterprise is not creative or innovative, an enterprise is a sum of the individuals working there. Without creativity and innovation at an individual level, there cannot be creativity and innovation at the enterprise level.

The purpose of this assignment is for you to honestly assess your innovation quotient.

Please answer as honestly as possible. There are no right or wrong answers.

Copy and paste your results into a **Word doc** and upload the file to the drop box for this assignment.

Note: To view the following presentation in FireFox 23, you must click on the security icon next to the page url and select 'Disable Protection on This Page.'

[Innovation Quotient Flash Presentation](#)

Click the hyperlink below for the text version of the above activity.

[Your Innovation Quotient](#)

Now that you have assessed your own innovation quotient, let's examine how innovative your enterprise really is!

Submit your completed assignment via the drop box located in the Assignments area of the course by end of Day 2.

Week 1 Assignment 2: Your Enterprise's Innovation Quotient (Submit by end of Day 2)

Point Value: 4

In the previous assignment, you examined your own innovation quotient. Now, it is important to examine your enterprise's innovation quotient. This assignment will help you better understand the type of company you currently work for and whether or not it is equipped to grow through creativity and innovation.

Copy and paste your results into a **Word doc** and upload the file to the drop box for this assignment.

Note: To view the following presentation in FireFox 23, you must click on the security icon next to the page url and select 'Disable Protection on This Page.'

[Flash Presentation Enterprise's Innovation Quotient](#)

Click the hyperlink below for the text version of the above activity.

[Your Enterprise's Innovation Quotient](#)

Now that you better understand your own innovation quotient and your enterprise's innovation quotient, you can consider whether or not creating something "new" is the only solution to enterprise growth.

Submit your completed assignment via the drop box located in the Assignments area of the course by the end of Day 2.

Week 1 Discussion 1: Creative Compared to Innovative

Post by Day 3

Respond by Day 5

Point Value: 5

Explain how it is possible to be creative and not innovative and conversely be innovative and not be creative.

1. Limit your answer to 500 words.
2. Respond to at least two posts of your classmates, evaluating their responses to promote active discussion.

Week 1 Summary

As you have learned in these lessons, creativity, innovation, and technology are all important to enterprise growth. Importantly, you now have a good introduction to innovation and its many dimensions. Companies must hire and nurture creative and innovative people, and must also embrace and encourage creativity and innovation at the organizational level. In short, creativity and innovation must be embedded in the culture of the enterprise.

While technology is also important, “disruptive” technologies are not the only avenue to enterprise growth. *New* is not always necessarily *better*. In fact, sometimes new applications/uses of existing technology or new markets for the existing technology may be the solution to enterprise growth. Still, the mantra “innovate or die” must be embraced. Most companies will leverage combinations of incremental, dynamically continuous, and disruptive technologies as part of their growth strategy. Additionally, innovation involves more than new products or services, it involves new ways of doing business. The key is balancing these growth paths and having a diversified risk/reward portfolio.

Firms that are forward-thinking can equip themselves to recognize changes in the marketplace, and turn impending threats to growth into opportunities for growth. In other words, they find ways to innovate. Also, firms that seek to create disruptive technologies in light of changing marketplace conditions may find themselves handsomely rewarded by creating entirely new markets as opposed to firms who simply try to find new ways to cater to existing markets.

Again, please remember that innovation is not simply “new products or services.” It is a broader concept that includes improving all aspects of the business.