

# The Entrepreneurial Mind

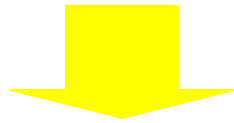


- ◆ Creativity, Innovation and Entrepreneurship
- ◆ Creativity - a necessity for Survival
- ◆ Creative Thinking
- ◆ Barriers to Creativity
- ◆ How to Enhance Creativity
- ◆ The Creative Process
- ◆ Entrepreneurial “Rules” to live by

# Creativity, Innovation and Entrepreneurship

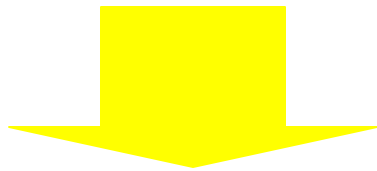
**Creativity**

Thinking new things



**Innovation**

Doing new things



**Entrepreneurship**

Creating value in the  
market place

Creativity - a necessity for Survival



**PARIS IN THE  
THE SPRING TIME**

Can creativity be Taught?

## Creative Thinking

**Always ask "Is there a better way?"**

**Challenge custom, routine and tradition**

**See from a different perspective**

**Be reflective, staring out windows, deep in thought**



**More than one “right answer”**

**See mistakes and failures  
pitstops on the way to success**

**Relate unrelated ideas to  
generate innovative solutions**

**Have “Helicopter skills”**



## Barriers to Creativity

1. Searching for the one “right” answer.
2. Focusing on “being logical”.
3. Blindly following the rules.
4. Constantly being practical.
5. Viewing play as frivolous.



## Barriers to Creativity (Continued)

6. Becoming overly specialized.

7. Avoiding ambiguity.

8. Fearing looking foolish.

9. Fearing mistakes and failure.

10. Believing that “I’m not creative”.





## How to Enhance Creativity



- Expecting creativity.
- Expecting and tolerating failure.
- Encouraging curiosity.
- Viewing problems as challenges.
- Providing creativity training.
- Providing support.
- Rewarding creativity.
- Modeling creativity.

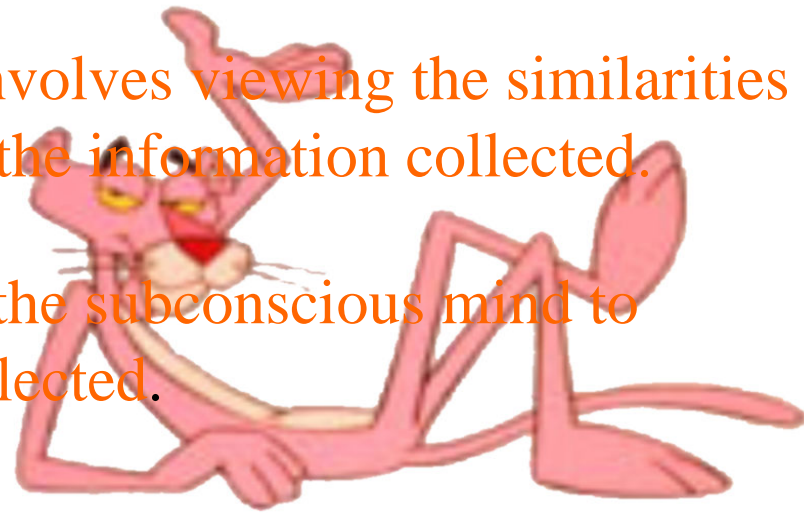
# The Creative Process

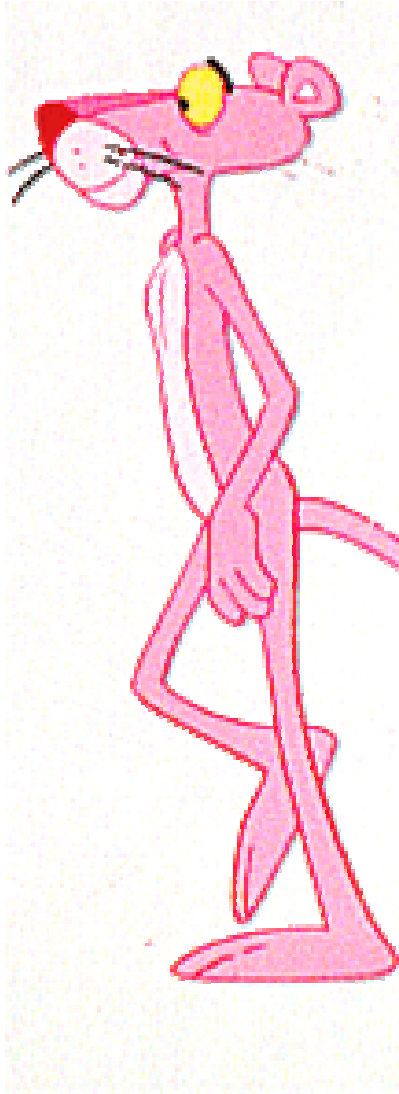
**1. Preparation.** Involves getting the mind ready for creative thinking

**2. Investigation.** Requires the individual to develop a solid understanding of the problem or decision.

**3. Transformation.** Involves viewing the similarities and the difference among the information collected.

**4. Incubation.** Allows the subconscious mind to reflect the information collected.





**5. Illumination.** Occurs at some point during the incubation stage when a spontaneous breakthrough causes “the light bulb to go on”

**6. Verification.** Involves validating the idea as accurate and useful.

**7. Implementation.** Involves transforming the idea into a business reality.

## Entrepreneurial “Rules” to live by

Create, innovate, activate

Always be on the lookout for new opportunities.

Keep it simple.

Try it, fix it, do it.

Shoot for the top.

Don't be ashamed to start small.

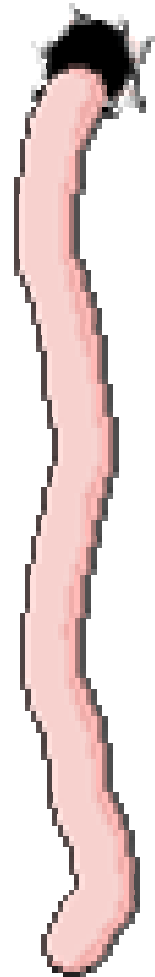
Don't fear failure, learn from it.

Never give up.

Go for it.



**Welcome to the world of the entrepreneur. It is both exhilarating and frightening. Buckle your seatbelt if you decide to take the plunge. It'll be the ride of your lifetime!**





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