

Entrepreneurship, Creativity and Innovation

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Abstract— In March 2021, the Saudi Arabian Council of Ministers issued a decision to form a committee called the “Higher Committee for Research, Development and Innovation,” a committee linked to the Council of Economic and Development Affairs, chaired by the Chairman of the Council of Economic and Development Affairs, and concerned with the development of the research, development and innovation sector in the Kingdom. In order to talk about the dimensions of this wonderful step, let us first try to answer the following questions... Is there a difference between Creativity and Innovation...? How do they enable Entrepreneurship...? What are the factors of creativity in the individual.. Are they mental genetic factors.. or are they factors that an individual acquires through learning...?

The methodology included surveys that have been conducted on more than 300 individuals, males and females, between the ages of 18 till 60. And the answer is.. “Creativity” is the creation of a new idea, while “Innovation” is the development of an already existing idea in a new, successful way. They are two sides of the same coin, as the “creative idea” needs to be developed and transformed into an “innovation” in order to achieve either strategic achievements at the level of countries and institutions to enhance organizational intelligence, or achievements at the level of individuals. For example, the beginning of smart phones was just a creative idea from IBM in 1994, but the actual successful innovation for the manufacture, development and marketing of these phones was through Apple later. Nor does creativity have to be hereditary.

There are three basic factors for creativity: The first factor is “the presence of a challenge or an obstacle” that the individual faces and seeks thinking to find solutions to overcome, even if thinking requires a long time. The second factor is the “environment surrounding” of the individual, which includes science, training, experience gained, the ability to use techniques, as well as the ability to assess whether the idea is feasible or otherwise. To achieve this factor, the individual must be aware of own skills, strengths, hobbies, and aspects in which one can be creative, and the individual must also be self-confident and courageous enough to suggest those new ideas. The third factor is “Experience and the Ability to Accept Risk and Lack of Initial Success,” and then learn from mistakes and try again tirelessly.

There are some tools and techniques that help the entrepreneurship/individual to reach creative and innovative ideas, such as:

- *Mind Maps tool, through which the available information is drawn by writing a short word for each piece of information and arranging all other relevant information through clear lines, which helps in logical thinking and correct vision.*
- *There is also a tool called "Flow Charts", which are graphics that show the sequence of data and expected results according to an ordered scenario of events and workflow steps, giving clarity to the ideas, their sequence, and what is expected of them.*

There are also other great tools such as the Six Hats tool, a useful tool to be applied by a group of people for effective planning and detailed logical thinking, and the Snowball tool. And all of them are tools that greatly help in organizing and arranging mental thoughts, and making the right decisions. It is also easy to learn, apply and use all those tools and techniques to reach creative and innovative solutions. The detailed figures and results of the conducted surveys are available upon request, with charts showing the %s based on gender, age groups, and job categories.

Keywords— Entrepreneurship, Creativity, Innovation, Factors, Tools.

I. INTRODUCTION

Entrepreneurship is associated with Creativity. On the other hand, there is no Entrepreneurship practice without Innovation. Creativity and Innovation are two terms that are used almost interchangeably, in business and media. However, Creativity and Innovation are ‘not’ synonymous, and there are clear and important distinctions between them. During my research, I have studied these differences and identified the basis for comparison. I have also studied the tools and techniques that facilitates being Creative and/or Innovative. In addition, a survey has been conducted to measure the awareness of individuals, including Entrepreneurs, for the aspects above, and the conclusion section of the research emphasizes the results of the analysis.

Creativity is the generation of new ideas, and it is related to “imagination”. It is imaginative, unquantifiable, with no money consumption nor risk. On the other hand, Innovation is converting those creative ideas into desired outputs, as well

as commercial success/widespread use, i.e. it is related to “implementation”. It is productive, quantifiable with money consumption and risk. In other words, Innovation always requires Creativity.

As an example, the beginning of smart phones was just a creative idea from IBM in 1994, however, the actual successful innovation for the “manufacture, development and marketing” of these phones was through Apple later.

II. TOOLS AND TECHNIQUES

The first step, in the journey of Innovation, is establishing an “Innovation Lab”, a “Hub” or an “Accelerator” (it is a business unit that employs the methods of agile startups, with the goal of devising novel ideas that can either disrupt or complement the overall company).

Then, the second step would be to use creative processes and tools, for brainstorming and design thinking, which can drive ideation and develop new innovations.

Thus, in addition to “Scientific and Market Research”, some of the tools/techniques used, are:

- Brainstorming through “Mind Map” tool, where the available information is drawn by writing a short word for each piece of information. Followed by, arranging all other relevant information through clear lines, which helps in logical thinking and correct vision.
- “Flow Chart” tool, which includes graphics that show the sequence of data and expected results according to an ordered scenario of events and workflow steps. This tool gives clarity to the ideas, their sequence, and what is expected of them.
- “Six Hats” tool, which is a useful tool to be applied by a group of people for effective planning and detailed logical thinking. This tool greatly helps in organizing and arranging mental thoughts, and making the right decisions. In addition, it is easy to learn, apply and use in order to reach creative and innovative solutions.

III. PURPOSE

The purpose of my research is to study and measure the following:

- The % of individuals, including entrepreneurs, in a sample, who know the differences between Creativity & Innovation.
- The % who have been in situations that need Creativity/Innovation, and not just repetitive ideas.
- The % who have used tools/techniques such as: Mind Maps, Flow Charts, Six Hats and/or others, while trying to be Creative or Innovative (i.e. used a structured & well-organized methodology).
- The % who have found these tools/techniques to be helpful with Creativity or Innovation.

IV. METHODOLOGY

The methodology included a survey that has been distributed, via a survey link, among more than 500 individuals (including entrepreneurs), males and females, between the ages of 18 till 60, with a variety of job categories and/or college education years.

The survey distribution was covering random individuals in society (including entrepreneurs), so that it will not be limiting the topic of Creativity and Innovation to any particular type of individuals or job category preferences, and to receive as much realistic figures, as possible, in general.

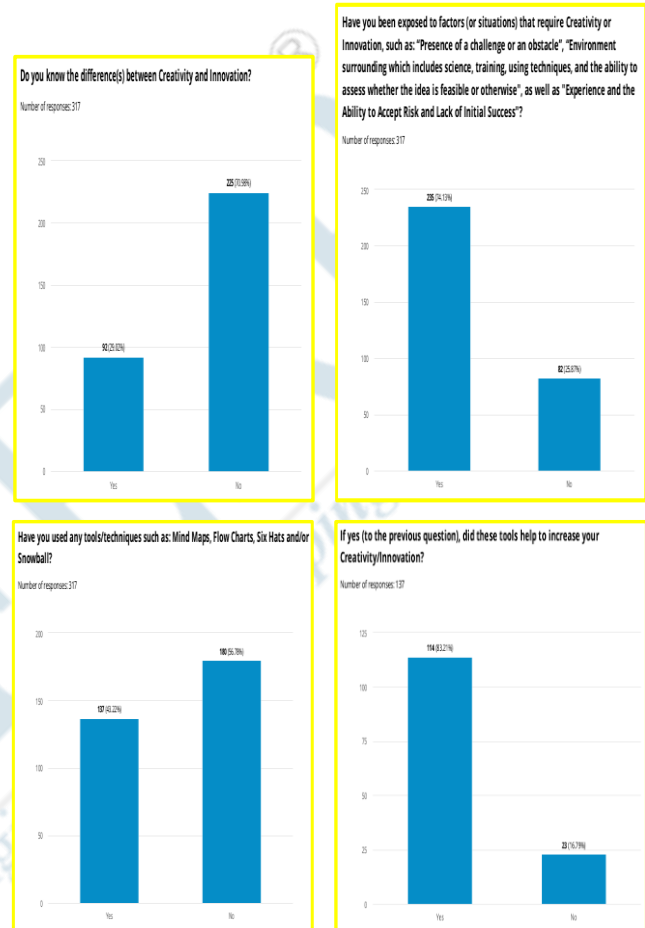
Out of the 500+ individuals, 317 responses, including entrepreneurs’, were received which could be sufficient for an initial study for a business case.

V. RESULTS

The results of the survey, showed that 71% of the respondents did not know the differences between Creativity and Innovation, while 29% did. Out of these 29%, 98% were Entrepreneurs.

In addition, 74% of the respondents have been in situations that need Creativity/Innovation, while 26% didn’t.

Moreover, 57% of the respondents have not used any tools/techniques such as: Mind Maps, Flow Charts, Six Hats and/or others, while 43% did (out of which, 83% have found the tools/techniques to be helpful, from which 71% were Entrepreneurs).



VI. CONCLUSION

Based on the analyzed sample results, I can deduct that further general awareness and education to individuals in society, is needed, on the differences between Creativity and Innovation, in order to increase the % from the 60s range to the 90s range.

In addition, educating individuals on the available tools and techniques to facilitate creative thinking is also required, in order to increase the % from the 50s range to the 90s range. This could be facilitated through educational institutions and workplaces, by providing related trainings and courses.

Further studies to include a larger survey sample, may need to be collected within the next phase of the research, in order to obtain more detailed and accurate findings (with a focus on Entrepreneurs and Innovation-related jobs) within governmental organizations, in particular.

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