

Creative Problem Solving



Self-Guided Learning Program

Overview



Introduction

Creativity is the process of generating something new that has value. There are many original ideas and concepts, but some may not be practical and therefore may not be considered valuable.

Innovation is the process of creating something new that has significant value to a particular individual, group, organization, industry, or society. An innovation is a creation that has significant value.

Both creativity and innovation are necessary to stay alive in today's business world. Organizations will continue to be confronted by strategic challenges unmatched in business history.

On the next slide are some examples of statements that reiterate the need for innovation, change, and constant improvements.



Test Your Knowledge

Read the question, then click on the answer.

Which of the following is true about creativity?

A. You are either a creative person or you aren't.

B. Creativity makes it difficult to get work done.

C. Not every creative idea will translate to success.

D. All of the best creations and inventions have already been discovered.

