Recognising Opportunities and generating ideas

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ACIIC
Creative People.....

- The already creative
- The sometimes creative
- The yet to be creative
An opportunity is a favorable set of circumstances that create a need for a new product, service or business.

An idea is a thought, impression or notion.

……..which may or may not meet the criteria of an opportunity.
Observing trends

Economic forces
……affecting consumers’ level of disposable income

Social forces
….impact of social forces on trends

Technological Advances
………how new technologies affect current and future opportunities

Political action and regulatory changes
……new laws or political circumstances creating opportunities
Technology foresight/forecast sites

- http://www.gwforecast.gwu.edu
- http://www.jrc.es/home/pages/actions.htm
- http://www.efmn.info/
- http://www.nistep.go.jp/index-e.html
- http://www.chforum.org/

& Trend-spotting

- Faith Popcorn's
  http://biz.yahoo.com/prnews/061226/nytu023.html?v=75
Solving a problem

“Every problem is a brilliantly disguised opportunity”
Characteristics of person who excels at recognising opportunity

- Prior experience
- Entrepreneurial alertness
- Social networks
- Creativity
Creativity ..the process of generating a novel or useful idea

Preparation – background, experience and knowledge
Incubation – thinking about the idea consciously and unconsciously
Insight – Idea conceived
Evaluation – idea subjected to analysed
Elaboration – “the devil is in the detail”
One minute Idea Generator

- Go for Quantity
- Write down every idea
- Play
- Switch your point of view
- What if?
Idea Generating Questions

- What else can it be used for
- What could be used instead
- What if it were larger, heavier
- What if it were lighter, smaller
- Can I turn it upside down, inside out
Blocks to Creativity

- Negative Attitude
- Following rules
- Assumptions
- Excessive stress
- Fear of failure
- Believing you are not creative
Creativity Blockbusters

- Attitude adjustment
- Breaking old rules
- Checking assumptions
- Controlling and using stress
- Risk taking techniques
- Developing your creativity
Tools for Creativity

- Brainstorming
- Focus groups
- Mind mapping
- Surveys
Creative Groups Avoid…

- We tried that before
- That’s a stupid idea
- You can’t do that
- We don’t have time
- It's impossible
- The last thing we need is more ideas
- They will think that we are crazy
Creative Groups Encourage…

- What would happen if?
- Let’s review all the options
- We need more information
- On that basis…I’ve changed my mind
- How could we improve?
- What have we missed?
- Wouldn’t it be fun if…?