

**Welcome**



# **Spark the Gap**

**How to turn a great idea into something of value**

**Mike Warren**

# Agenda for Session 1 - Creativity

1

Why be  
Creative?

2

Left Brain  
Right Brain

3

Divergent  
Thinking

4

Convergent  
Thinking

5

Sparking the  
Gap

6

Summary  
Part 1

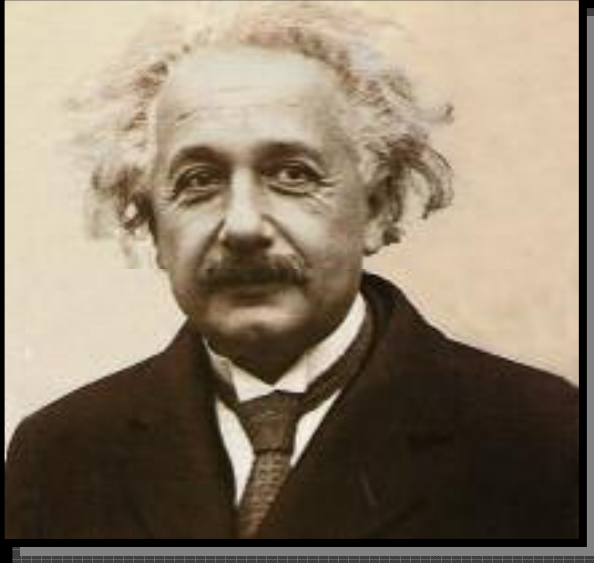


**Why be Creative?**

**To find new  
ways of  
getting what  
we want**



## Imagination



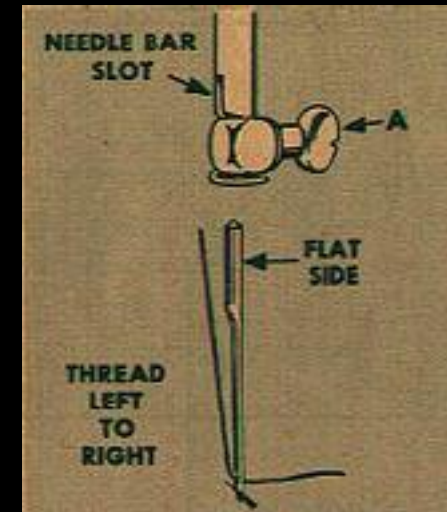
Imagination  
is more  
important  
than  
knowledge.

- Einstein

## Why be Creative?

**“Nothing in the World is stronger than an idea whose time has come”**

Victor Hugo



# Why be Creative?

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Victor Hugo



# Left Brain vs. Right Brain

**Analysis**

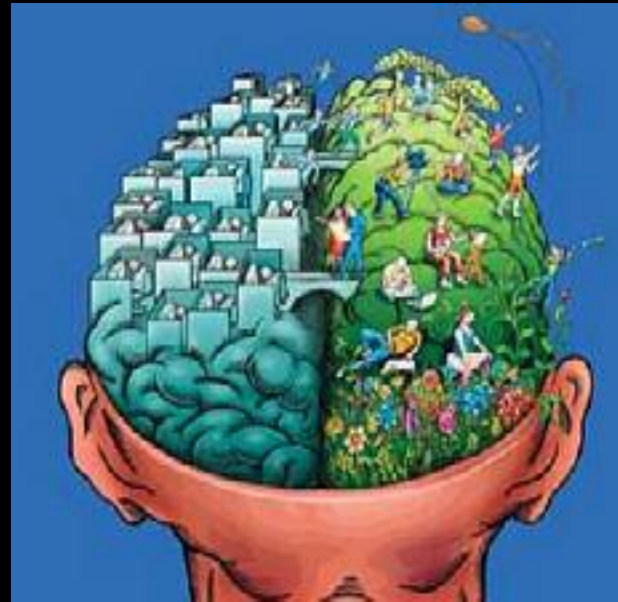
**Lists**

**Logic**

**Numbers**

**Sequences**

**Words**



**Creativity**

**Imagination**

**Art**

**Music**

**Emotion**

**Visualisation**

# Brainstorming

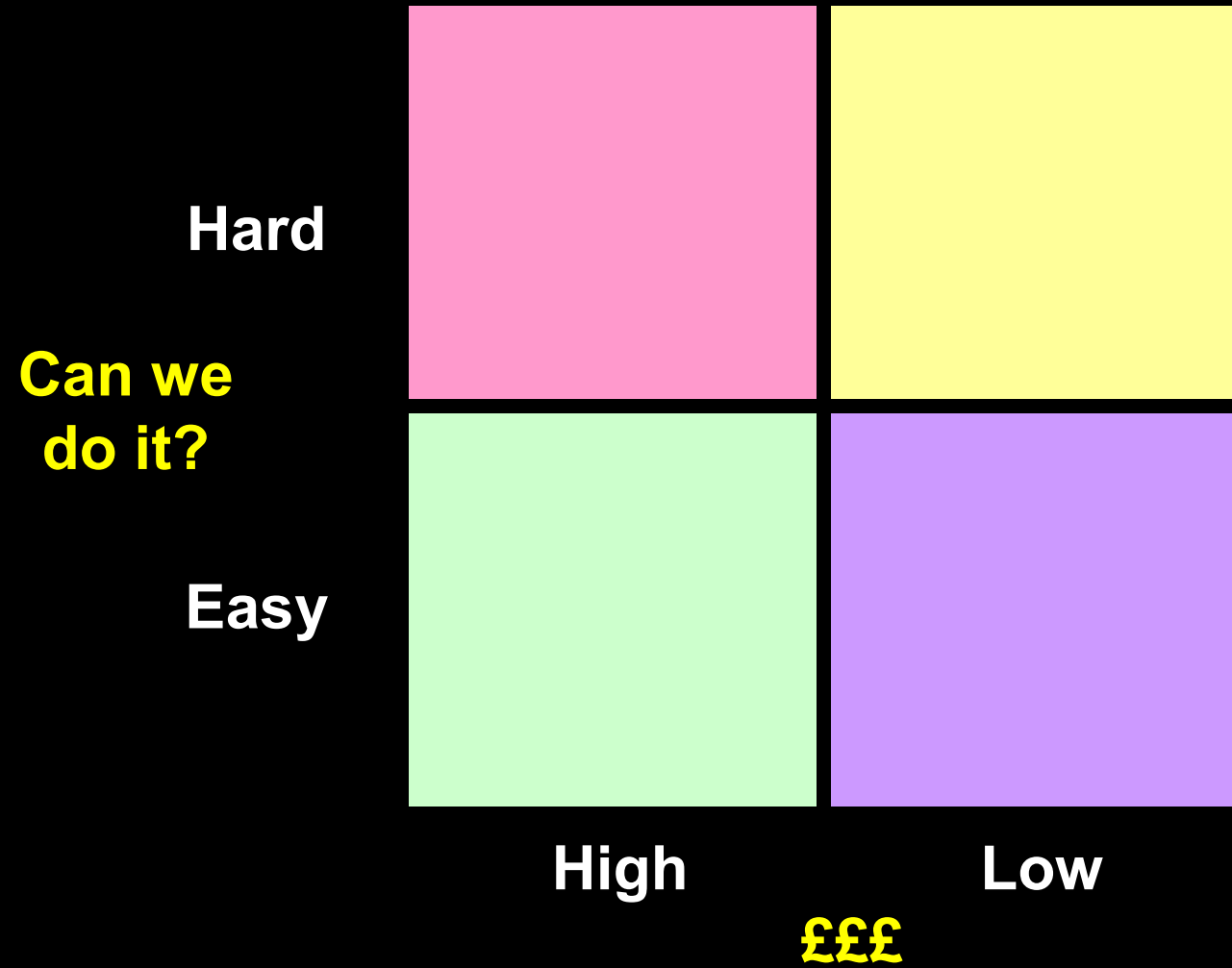
**Defer Judgment** - Delay evaluation

**Freewheel** – All ideas are welcome

**Get Quantity** – As many ideas as possible

**Look for Combinations** – Spark off other people's ideas

# Convergence



**Thinking beyond the patterns of the past**

**If everyone sees it that way – look again**

**If everyone is doing it – think again**

**Listen to all viewpoints you disagree with**

**If people think you are a bit crazy - congratulations**

**Assume a blip may be a new trend**

**Read at the edge of your field – and beyond**

**Thrive on constructive dissent**

**“I’ll believe it when I see it” – they’ll never see it**

**Quickest way to Create**

# **Breaking Paradigms or simply**

- **Re-examining**
- **Re-stating**
- **Re-inventing the problem.**

## Agenda for Session 2 - Innovation

7

The 7  
Sources of  
Innovation

8

Wisdom

9

Culture

10

Reach

11

Selling  
Ideas

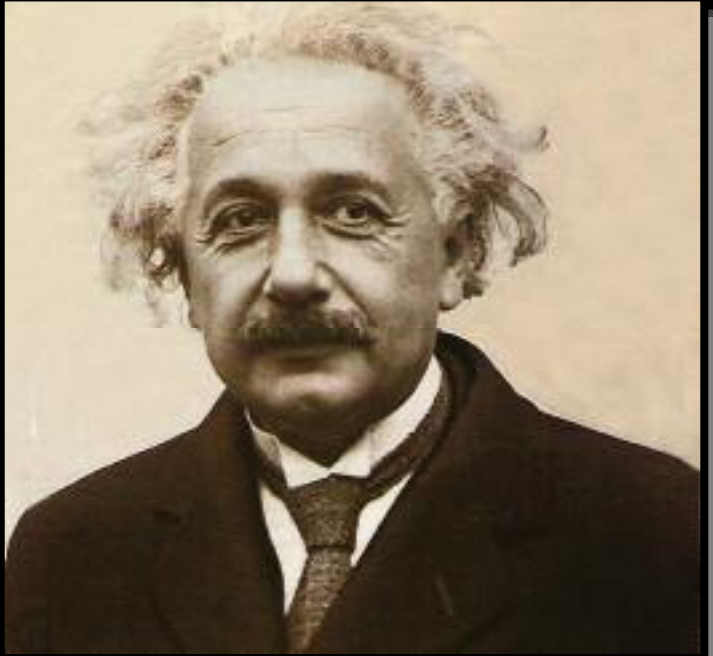
12

Action  
Items

The End!

**Innovation = Idea + Exploitation**

# What is an Innovator ?



**...and what are the drivers for success ?**

7

**The 7  
Innovation  
Sources**

## The 7 Innovation Sources

Unexpected Events	Successes, Failures
Perception vs. Reality	Customer expectation gaps
Process Weakness	Chance to improve something
Market Changes	Industry & Technology
People Changes	Age, Wealth, Culture, Life
Buying Habits	Where & How - convenience
New Science	Genetics, Nano, Atomic

## How to turn a creative idea into something of value



**“There are only 2 functions in a  
business....**

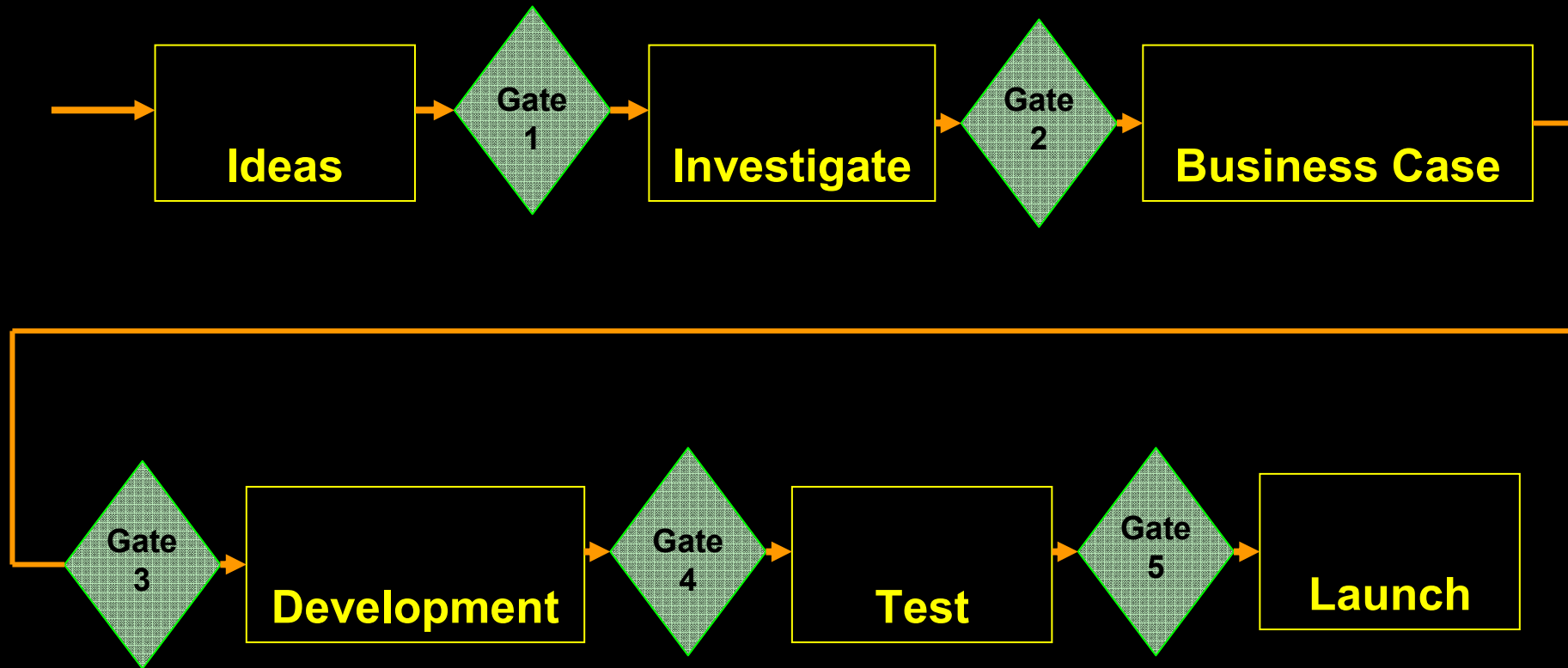


**Peter Drucker**

**1909 - 2005**

**... Marketing & Innovation”**

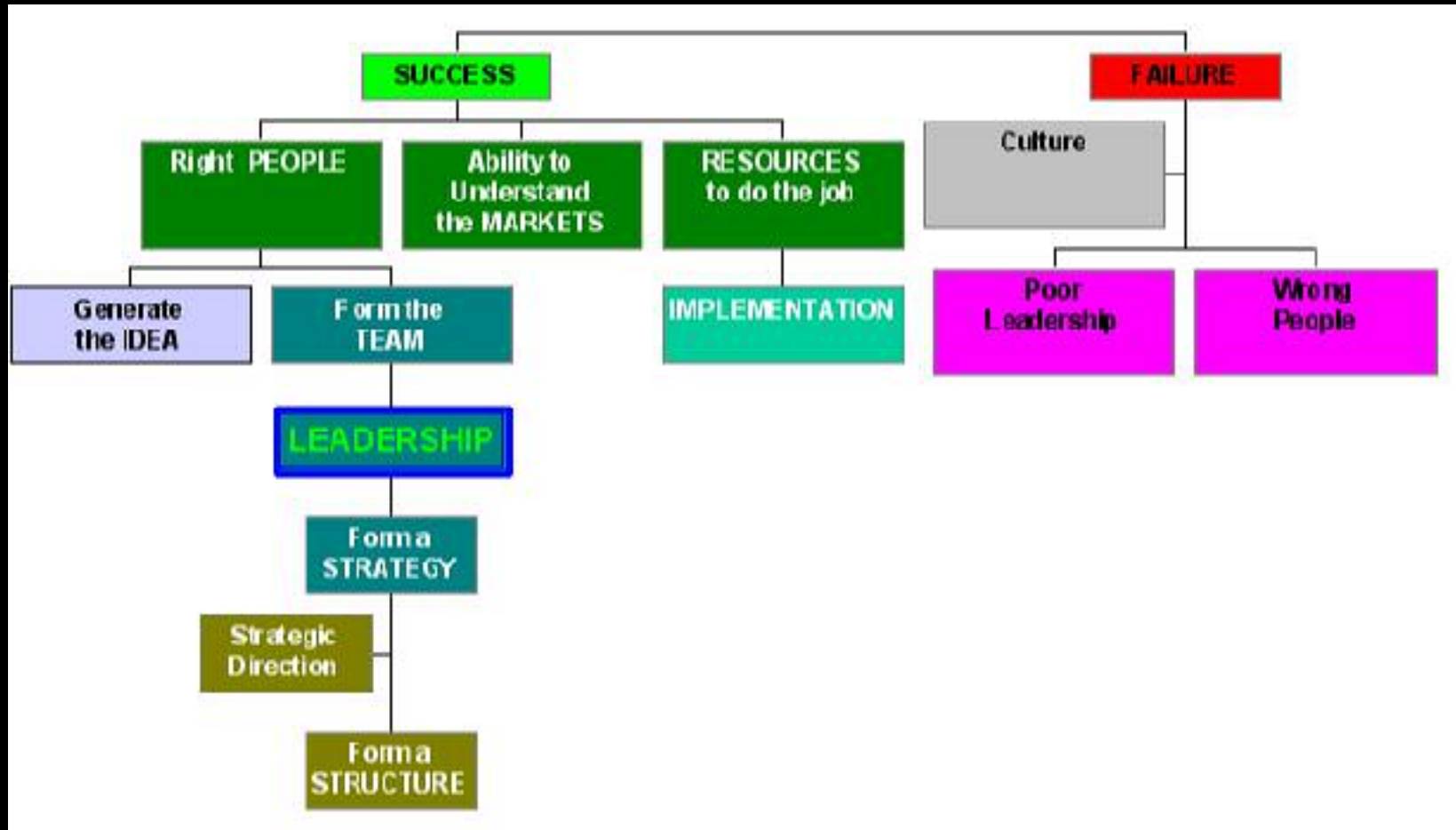
# Stages and Gates



## **The 6 Myths of Creativity**

- 1. Creativity Comes From Creative Types**
- 2. Money Is a Creativity Motivator**
- 3. Time Pressure Fuels Creativity**
- 4. Fear Forces Breakthroughs**
- 5. Competition Beats Collaboration**
- 6. A Lean Organisation Is a Creative Organisation**

# Success or Failure



# Building your Dream Team



# Reach

WISDOM	CULTURE	REACH
Idea	People	Markets
Process	Teams	Resources
Leadership	Structure	Implementation

# **Selling Your Idea**

**1. Check your idea is original**

**2. Protect your idea**

**3. Show people your idea**

**4. Build yourself a Brand**

# Be Positive

**fantastic!**

**very cool!**

**worth a try**

**does make waves....  
but that's ok!**

**an inspiration**

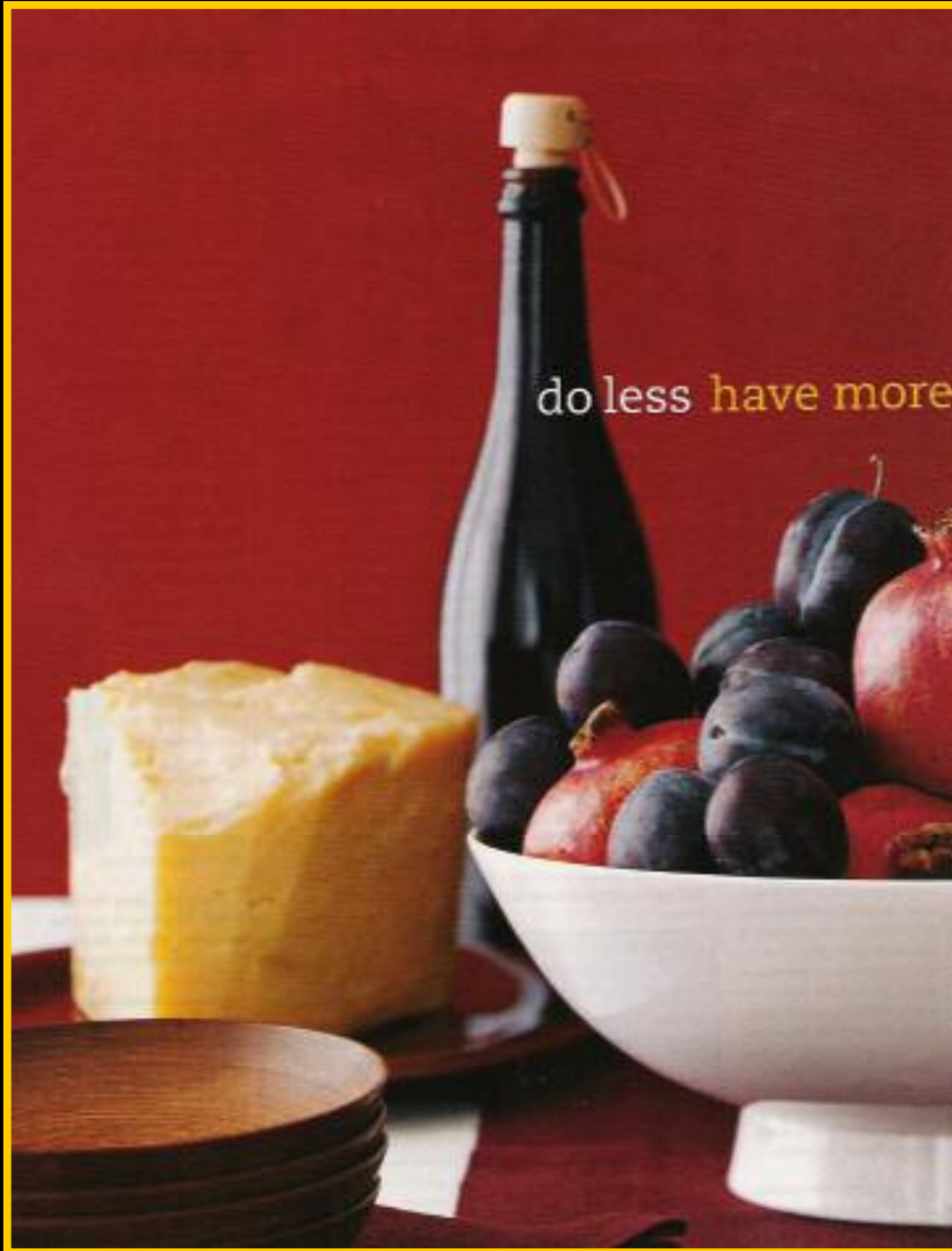
**bold idea**

**changes are good**

**impressive**

**Clever  
approach!**

**crazy enough  
to work**



Why Innovation?

To....

Do Less

and

Have More!