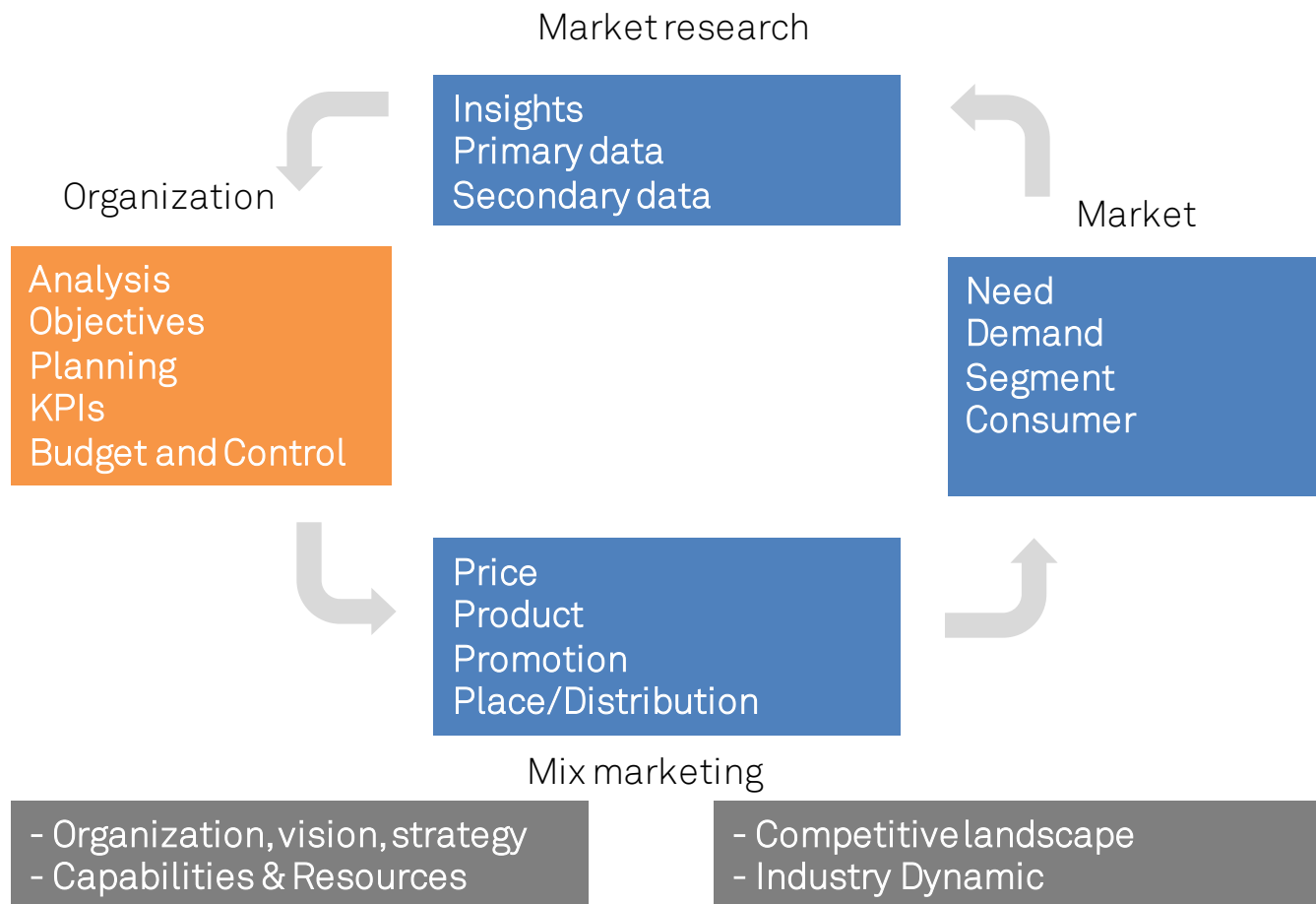




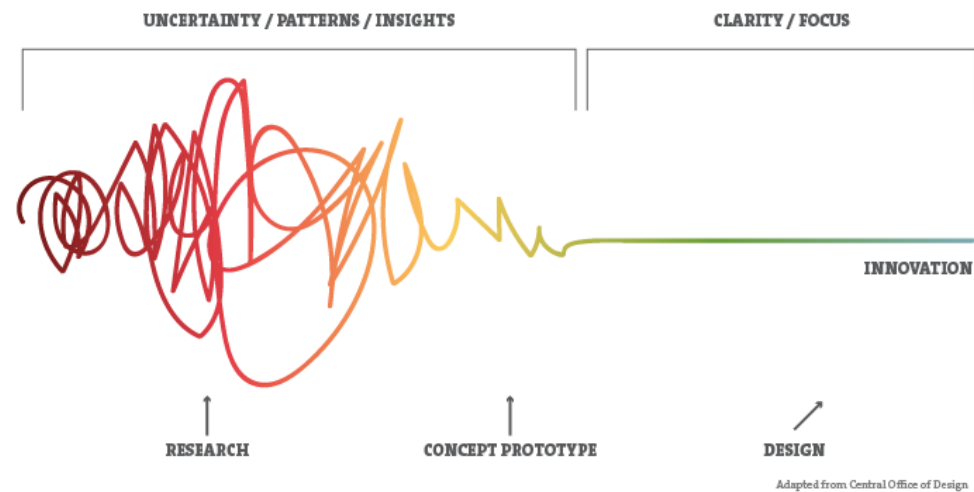
Creativity & Innovation

The creation of value for the client, from satisfaction to loyalty

The marketing concept and model > **Model**



Introduction > **Creative thinking**



Introduction > **Definition**

Creativity:

The production of new ideas that are useful in every field (by an individual or a small group of individuals working together).

Innovation:

Successful implantation of creative ideas in the organization.

> Creativity is not necessarily only an expression of talent but foremost it is the process of implementing innovations.

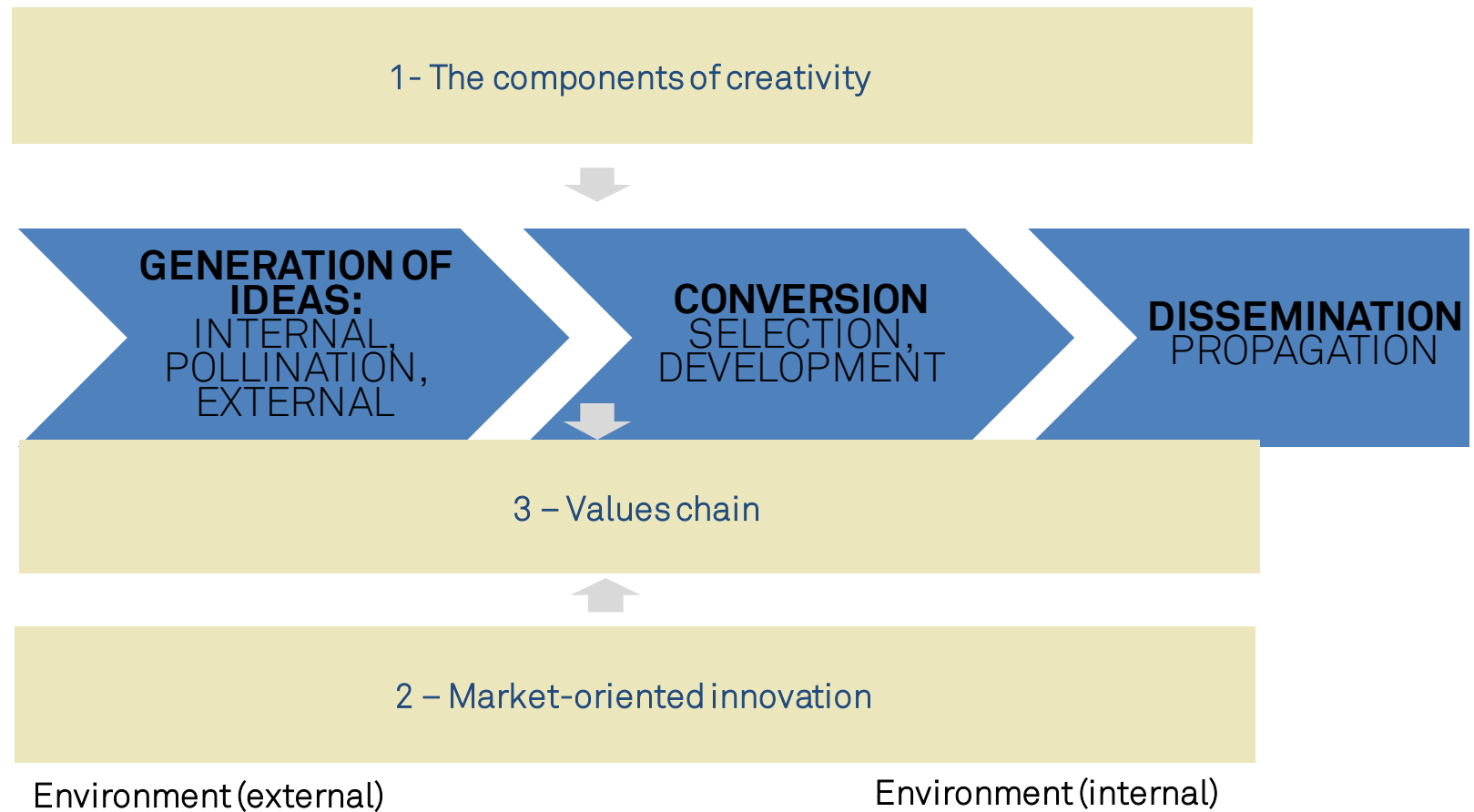
Source: Amabile, 1988, 1996

Introduction > **Definition**

"Innovation" =
"Idea" x "Implementation".

Source: Vijay Govindarajan, "The Three-Box Solution: A Strategy for Leading Innovation", 2016

Model > **The 3 stages**



Processus IVC > **Définition**



IVC process > **Tactics**

If your capacity to create new ideas is rudimentary, following are a few tactics that may improve this stage:

- Upgrade your brainstorming techniques (E.g. Design Thinking).
- Encourage collaboration.
- Do more market studies and analysis.
- Encourage alternative thinking.
- Expand your network of partners and collaborators.
- Connect more often with your consumers/clients and enquire about their interests and needs (insights).

Source: J. Brunet 2000, 2005

IVC process > **Tactics**

If your capacity to transform ideas is weak, here's a few tactics that may improve this stage for you:

- Validate your ideas with your consumers/clients as soon as possible.
- Collect qualitative and quantitative data from your consumers/clients.
- Develop entrepreneurial programs such as Google 20% (Safe Haven).
- Develop an accelerator program.
- Invest a larger budget in collaboration programs such as (Hackatons, Inside-Out and Outside-In partnership).
- Connect more often with your consumers/clients and discover their interests and needs (Insights).

Source: J. Brunet 2000, 2005

IVC process > **Tactics**

If your capacity to disseminate ideas is minor, here's a few tactics that may improve this stage:

- Mandate a top-notch manager to create the *buzz*.
- Develop a *lean* approach.
- Favor a culture of collaboration.
- Involve the consumers/clients in the process.
- Encourage experimentation.

Source: J. Brunet 2000, 2005



Thank you

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