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Creativity and Innovation

Creativity is typically centered around original thought and knowledge, which unleashes potential and is an integral part of idea generation. Innovation, on the other hand, is used to turn the creative idea that you come up with into a viable solution.

Innovation is the process of turning a new concept into commercial success or widespread use. Invention is the creation of a new idea or concept. Creativity is the act of turning new and imaginative ideas into reality.

Change is the basic law, that governs the entire nature. In this fast-paced world, technology is changing rapidly, i.e. nobody can assure you that the world is going to be same, five years later, as everything changes with the blink of an eye. So, if one wants to go along with the world, then the only requirement is to be creative and innovative. While **Creativity is related to 'imagination', but innovation is related to 'implementation'**.

The primary difference between creativity and innovation is that the former refers to conceive a fresh idea or plan, whereas the latter implies initiating something new to the market, which is not introduced earlier. You can get a better understanding of the two topics, and their difference.

Definition of Creativity

Creativity is the characteristic of a person to generate new ideas, alternatives, solutions, and possibilities in a unique and different way.

Creativity is the ability to conceive something unpredictable, original and unique. It must be expressive, exciting and imaginative. It is the mirror of how beautifully a person can think in any given circumstance.

It is not genetic but can be developed if someone keeps on learning and comprehending things with a rare and exclusive perception. Creativity is a brainstorming and mind-boggling activity in which a person has to think beyond his imagination for bringing something worthwhile. It is an activity of unveiling something which was previously hidden.

Definition of Innovation

Innovation is an act of application of new ideas to which creates some value for the business organization, government, and society as well. Better and smarter way of doing anything is innovation. It could be the introduction of:

- New technology.
- New product line or segment.
- A new method of production.
- An improvement in the existing product.

Innovation is closely tied to creativity i.e. putting creative ideas into action is an innovation, whose consequences should be positive. It is the process of doing something better for the first time, which was not previously done by any entity. It can also be termed as a change which can bring a new edge to the performance and productivity of the company. It is of two types i.e. evolutionary and revolutionary.

Key Differences Between Creativity and Innovation

The following are the major differences between Creativity and Innovation:

1. The quality of thinking new ideas and putting them into reality is creativity. The act of executing the creative ideas into practice is innovation.
2. Creativity is an imaginative process as opposed to innovation is a productive process.
3. Creativity can never be measured, but Innovation can be measured.
4. Creativity is related to the generation of ideas which are new and unique. Conversely, Innovation is related to introduce something better into the market.
5. Creativity does not require money. On the other hand, innovation requires money.
6. There is no risk involved in creativity, whereas the risk is always attached to innovation.

Comparison Chart

BASIS FOR COMPARISON	CREATIVITY	INNOVATION
Meaning	Creativity is an act of creating new ideas, imaginations and possibilities.	Innovation is the introduction of something new and effective into the market.
Process	Imaginative	Productive
Quantifiable	No	Yes

BASIS FOR COMPARISON	CREATIVITY	INNOVATION
Related to	Thinking something new	Introducing something new
Money Consumption	No	Yes
Risk	No	Yes

How to Be More Creative: -

1. Commit yourself to Creativity

The first step to increasing creativity is to devote yourself to developing your creative abilities. Do not put off your efforts. Set goals, enlist the help of others, and put aside time each day to develop your skills. For example, if you are interested in painting, schedule time regularly to learn and practice your skills.

2. Become an Expert

One of the best ways to develop creativity is to become an expert in this area. By having a rich understanding of the topic, you will be better able to think of novel or innovative solutions to problems. One way to develop expertise is by reading about creative people and listening to them speak.

3. Reward your curiosity

One common roadblock to developing creativity is the sense that curiosity is an indulgence. Rather than reprimanding yourself for following an internet rabbit hole, reward yourself when you are curious about something. Give yourself the opportunity and the time to explore new topics.

4. Take risks

When it comes to building your creative skills, you must be willing to take risks to advance your abilities. Although your efforts may not lead to success every time, you will still be boosting your creative talents and building skills that will serve you well in the future.

For example, sharing your work in a creative writing course might feel intimidating. But the critique you receive from classmates and teachers can be invaluable.

5. Build your confidence

Insecurity in your abilities can suppress creativity, which is why it is important to build confidence. Note your progress, commend your efforts, and always be on the lookout for ways to reward your creativity.

6. Make time for Creativity

You won't be able to develop your creative talents if you don't make time for them. Schedule some time each week to concentrate on some type of creative project.

7. Overcome a Negative Attitude

Focus on eliminating negative thoughts or self-criticisms that may impair your ability to develop strong creative skills. Recognize these as roadblocks and work to overcome them.

8. Fight Fear of Failure

The fear that you might make a mistake or fail in your efforts can paralyze progress. Whenever you find yourself harbouring such feelings, remind yourself that mistakes are simply part of the process. While you may occasionally stumble on your path to creativity, you will eventually reach your goals.

9. Brainstorm New Ideas

Brainstorming is a common technique in both academic and professional settings, but it can also be a powerful tool for increasing creativity.

Start by suspending your judgment and self-criticism. Then start writing down related ideas and possible solutions. The goal is to generate as many ideas as possible in a relatively short span of time. Next, focus on clarifying and refining your ideas in order to arrive at the best possible choice.

10. Explore Multiple Solutions

The next time you approach a problem, try looking for a variety of solutions. Instead of simply going with the first idea you have, take the time to think of other possible ways to approach the situation. This simple activity is a great way to build both problem-solving and creative thinking skills.

11. Keep a Creativity Journal

Start keeping a journal to follow your creative process and track the ideas you produce. A journal is a great way to reflect back on what you have accomplished and look for other possible solutions. This journal can be used to save ideas that can later serve as future inspiration.

12. Use Mind Maps and Flow Charts

A mind map is a way to connect ideas and look for innovative answers to questions. Create a mind map by writing down a central topic or word. Next, link related terms or ideas around the central word. While similar to brainstorming, this technique allows for branching ideas and offers a very visual way of seeing how ideas are linked.

As you start to develop a new project, create a flow chart to track the project from start to finish. Look for various paths or sequences of events that might occur. A flow chart can help you visualize the final product, eliminate potential problems, and create unique solutions.

13. Challenge Yourself and Create Opportunities

Once you have developed some basic creative skills, it is important to continually challenge yourself to further advance your abilities. Look for more difficult approaches, try out new things, and avoid always returning to the same solutions you have used in the past.

14. Try the Six Hats Technique

The "six hats" technique involves looking at a problem from six differing perspectives.⁴ By doing this, you can produce more ideas than you might have had you only looked at the situation from one or two points of view.

- **Black hat:** Use a negative perspective. Which elements of the solution won't work?
- **Blue hat:** Think broadly. What is the best overall solution?
- **Green hat:** Think creatively. What are some alternative ideas?
- **Red hat:** Look at the situation emotionally. What do your feelings tell you?
- **White hat:** Look at the situation objectively. What are the facts?
- **Yellow hat:** Use a positive perspective. Which elements of the solution will work?

15. Look for Inspiration

Never expect creativity to just happen. Look for new sources of inspiration that will give you fresh ideas and motivate you to generate unique answers to questions. Read a book, visit a museum, listen to your favorite music or engage in a lively debate with a friend.

Use whatever strategy or technique works best for you. Do you enjoy video games? Research indicates that playing video games can help increase your creativity.

16. Consider Alternative Scenarios

When approaching a problem, ask "what if..." questions to consider each possible scenario. If you take a specific approach, what will the outcome be?

By looking at these alternatives beforehand, you'll be better able to develop creative solutions to problems.

17. Try the Snowball Technique

Have you ever noticed how one great idea often leads directly to another? You can take advantage of this by using a "snowball technique" when you are generating ideas for a project. If an idea isn't appropriate for your current work, set it aside to work on later, or implement it in a future project.

Example

The invention of the motorcycle was the biggest innovation over scooters. In early centuries, people used to travel with scooters, for which they have to make lots of efforts to start it like they need to strike the kick and knee down from either side if it doesn't start. So, years and years passed away, and nobody even thought for the invention of bikes. The invention of the motorcycle makes them realize that they can also ride bikes without making any extra efforts, they just have to click the switch and its starts automatically.

In this example, the thought of creation of a new traveling motorcycle is creativity, but the actual invention of it is innovation.

Conclusion

There is always a dispute between creativity and innovation as both are important for an organization to last longer. The existence of both can lead to success. After a huge discussion, let's know about how can we be creative – by asking questions, drawing conclusions, experimenting & exploring new ideas and widening the areas of thinking. For being innovative, a person must have the ability to take risks, experimenting, asking questions and observing things.
