

UNDERSTANDING CREATIVE PROCESSES

- Preparation
- Investigation
- Transformation
- Incubation
- Illumination
- Verification
- Implementation



SOURCES OF NEW IDEAS?

- Consumers
- Boundary Spanners
- Front-line Employees
- Cost-Benefit Analyses
- Existing Products/Services
- Distribution Channels
- Research & Development
- “Foreign” Markets



NEW VENTURE IDEA GENERATING TOOLS



- Brainstorming
- Focus groups
- Value Chain Analysis (Firm/Industry)
- Business Strategy (Gap) Analysis
- Checklist Method
- Challenging Assumptions