Putting the Horse before the Cart: Understanding Creativity and Enterprising Behaviours

Andy Penaluna
Professor of Creative Entrepreneurship
Sound bites from yesterday

Playing a role as an idea generator (Lisa Anderson)

Important for Egypt to think outside the box and think innovatively (NaglaRizk)

Need to teach researchers how to spot opportunity (Hassan Azzazy)

1st Challenge, lack of independent thinking early on (Mona Mowafi)
Sound bites from yesterday

Leadership – vision for creating opportunities in uncharted territories (Zuhayr Mikdashi)

Create education for innovation... independent thinking, learning and group work (Nadine Farag)

Stories about chickens full of stones and cutting a watermelon – entrepreneurs break the rules then ask for forgiveness (Shai Vyakarnam)
Any questions?

but keep them interesting and keep them short
Andy Penaluna
We are in a three act drama - 150 years so far in the industrial age

1 – Industrial, needs physically strong and dependable people

2 – Information, knowledge is power and he or she who ‘knows’ more will get on

3 – Conceptual, knowledge is available easily – how can we make sense of it?

(Pink 2008)
Reflections are important constructs
But reflection of action?

Or reflection in or during action?
(Donald Schön 1983)
Reflect during production and visualisation?

1. Camera details - omitted
2. Has pitch reaction valve been moved forward? No
3. Is intake pivoting air split as shown (not reversed) V
4. Pitch reaction linkage - check V
5. Fuel pump stability detail - check air discharge valve - om fum +
Valid or invalid? Proven? Tested? Recorded?

Concrete experience [1]

Testing in new situations [4]

Forming abstract concepts [3]

Observation and reflection [2]

Define new? Existing? Visualised?

Kolb 1984

Conscious or subconscious?

Let’s start again

From this corner

How? In a structured, semi structured learning situation or merely daydreaming?
Environments conducive to creativity

*How, when and where the brain evolves creative output*

Connectivity

*How we make connections and how we can mentor (but not teach) creativity*

Visualisation

*How we can visualise and locate creative thinking in the context of enterprise needs*
Innovation Recognition?

Who is this?
How did you know??

It depends on somatic markers and the limens in your synapses

... or how ‘pre prepared’ you were for discovery
Innovation Value?

What is that knowledge worth to the company?

In the UK alone...

579,000,000 gineih
Bisociation – isn’t creativity just making new connections?

Good creative connections can be a puzzle – yet you know the answer already

KILLS BUGS FAST
Gestalt - what do you really ‘know’?
Gestalt - what do you really ‘know’?

Limens, Soma, Dendrites and connections
How many uses can a watermelon have?
Creative minds connect in many ways
What’s wrong with the shape?
Ideas can add value, and at minimal cost.
Yes, they did!!!