

Diez estrategias para provocar ideas de nuevos productos (I)

Fuente: Winning at new products. Robert G. Cooper

1. Establezca un punto de acción. Defina un responsable que se encargara de hacer implementar las nuevas ideas.
2. Interrogar a sus clientes
3. Observar sus cliente utilizar sus productos
4. Estudiar las bases de datos de patentes de manera regular
5. Visitar los investigadores o investigadores claves. No tema trabajar con ellos

Diez estrategias para provocar ideas de nuevos productos (II)

6. Instaurar un mecanismo de sugestion de ideas en su empresa.
7. Organizar sesiones de creatividad con personal comercial y técnico
8. Invite a sus principales usuarios a una sesion de creatividad
9. Deje un poco de tiempo a sus empleados para la prospeccion. Crear un fondo para iniciar proyectos creativos
10. Pasar a la accion con las idéas creativas... No dejarlar dormir en un rincon

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ENSGSI



Everyday creativity
for
everyday people

Contenido del curso



1. Qué es la creatividad
2. El proceso creativo
3. 10 ideas falsas sobre la creatividad
4. Qué inhibe su potencial creativo?
5. Como mejorar su potencial creativo
6. Herramientas y métodos individuales para la creatividad

1. Qué es creatividad?

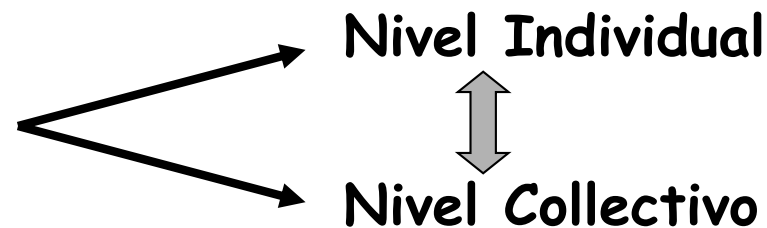
↳ Habilidad de generar ideas nuevas y originales. Ser creativo significa construir nuevos vinculos entre cosas existentes

↳ Estudio en 3 campos principales :

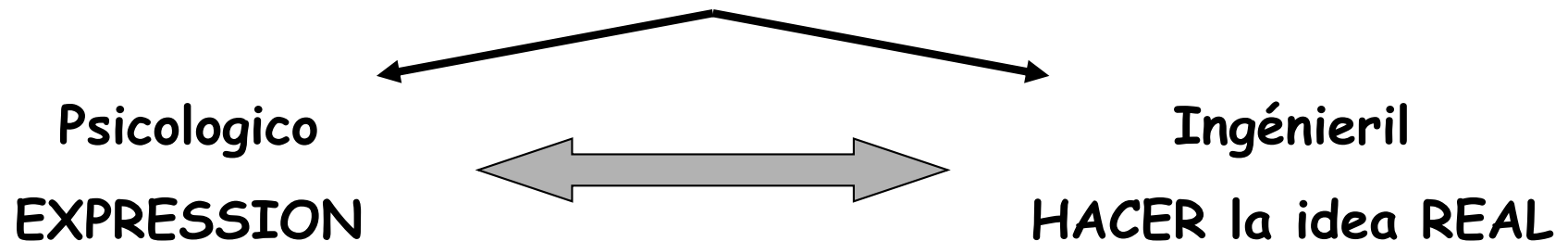
- Características Personales

- Produccion Créativa

- Proceso Créativo

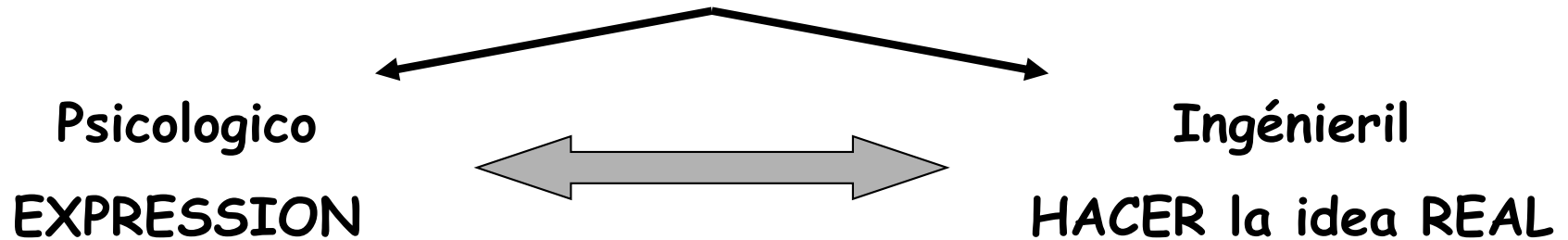


↳ Un proyecto de Creatividad, tiene dos enfoques :



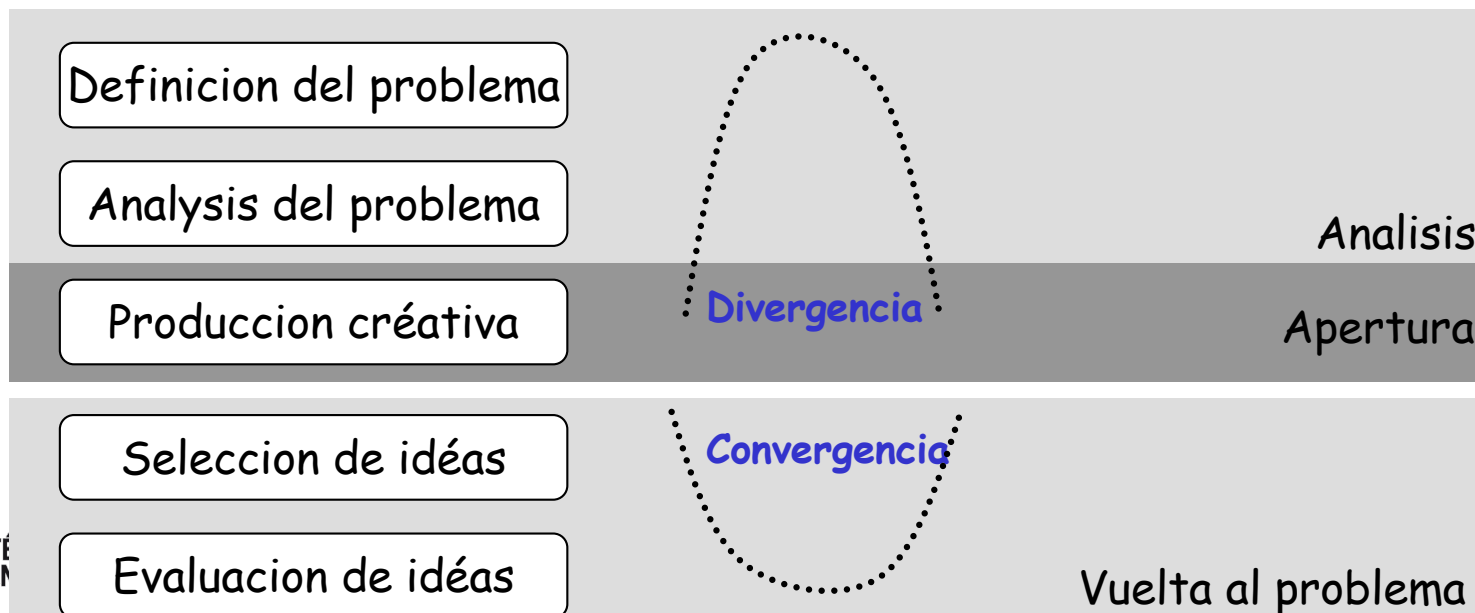
1. Qué es creatividad (II)?

Un proyecto de Creatividad, tiene dos enfoques :

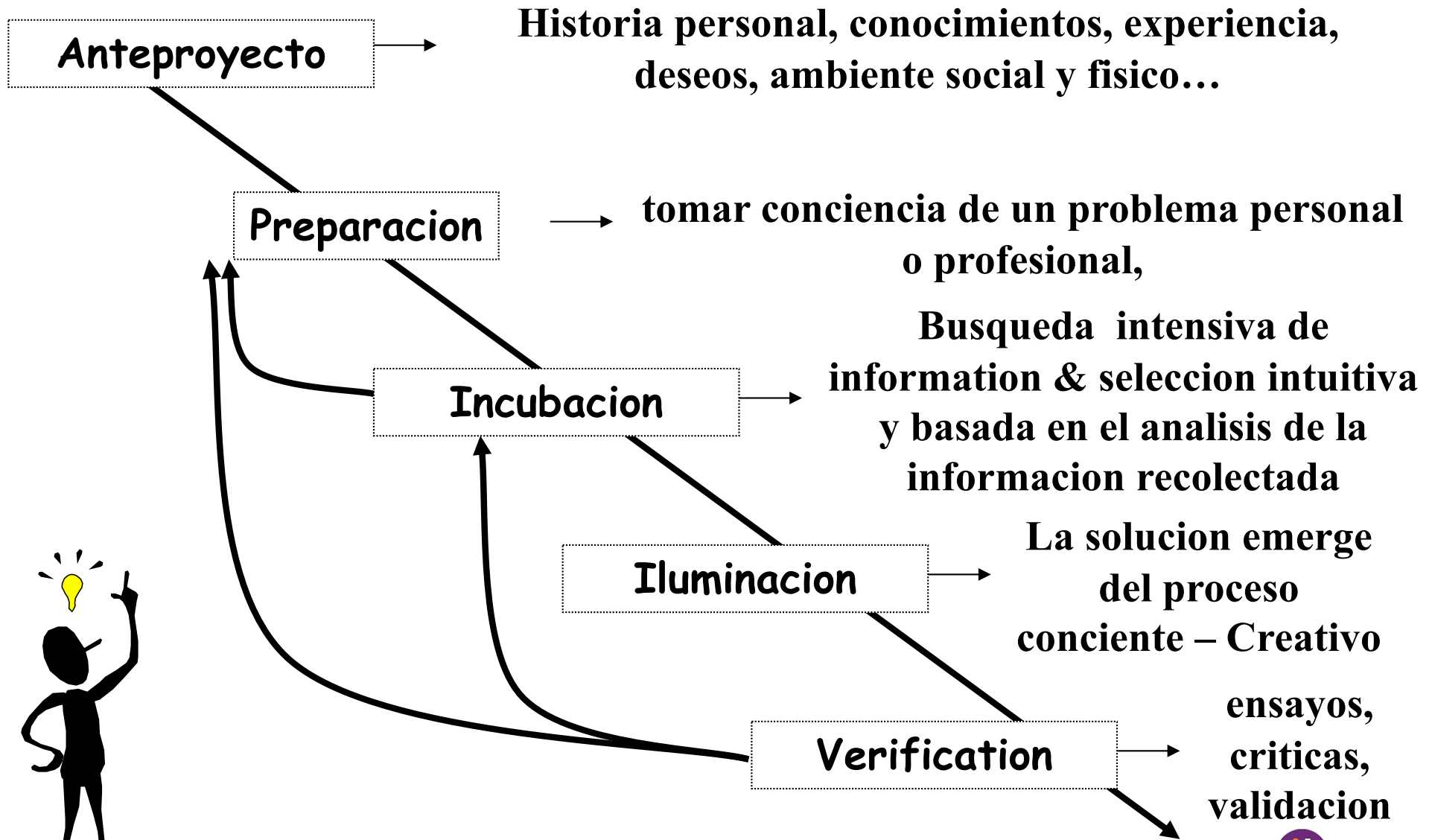


Cada enfoque se preocupa por un aspecto del proceso de creatividad: la generacion de la idea y la evaluacion.

Consécutivos pero no simultaneos



2. El proceso creativo



3. 10 ideas falsas...

1. Creatividad es un juego
2. Creatividad es un regalo
3. Creatividad depende de las características personales
4. Creatividad esta ligada a la inteligencia
5. Los hombreso son mas creativos que las mujeres
6. Los jovenes son mas creativos que los viejos
7. Los grupos son mas creativos que un individuo
8. Creatividad es buena para algunas personas
9. Creatividad es una herramienta universal (la panacea)
10. Innovation tiene origen en al creatividad



4. Factores que inhiben su potencial creativo



- Educacion
- Conocimiento y experiencia
- La falta de pensamiento critico
- Demasiado critico
- El miedo a ser juzgado y a ser considerado ridiculo
- El miedo a la equivocacion
- El miedo a la novedad y a la aventura
- El espiritu competitivo
- Utilisar la logica para juzgar los suenos

5. Como mejorar su potencial creativo

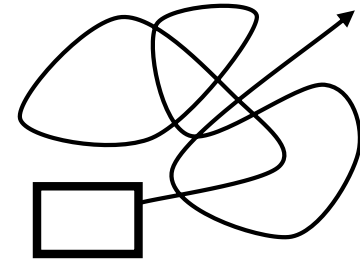
- Mantener su creatividad abierta
- Ser curioso
- Aprender a escuchar y a observar
- Dar la bienvenida a nuevas ideas
- Autocuestionarse
- No considerar el conocimiento como una verdad absoluta
- Sentirse bien con su cuerpo (consigo mismo)
- Jugar
- Reir
- Sonar



6. Herramientas y métodos individuales para la creatividad

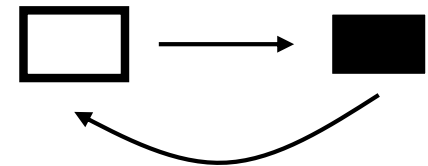
- Sonar despierto

↳ *Salir de sus pensamientos*



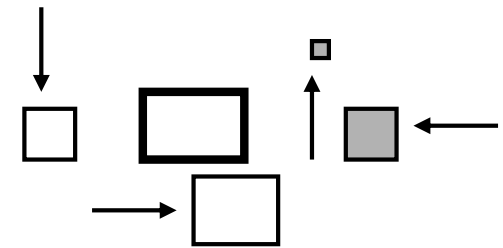
- Razonamiento inverso

↳ *Pensar lo contrario*



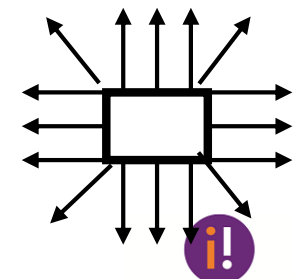
- Analogía

↳ *Pensar diferente*



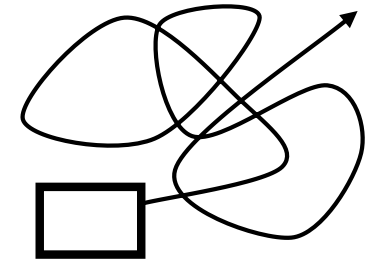
- Cartas conceptuales

↳ *organizar sus ideas en un papel*



6. Individual methods : Conscious Dreaming/ Sonar despierto

Free your mind - Let your imagination talk - Break from reality - Do not try to dominate or domesticate your thoughts



ORIGIN & GOALS

This method was originally built by Robert DESOILLE for small groups (8 persons) ; nonetheless, it can be used alone. The Conscious dream comes from psychoanalytical methods.

This method is suitable for becoming conscious of a problem or helping creative insight.

PRINCIPLES

Conscious dreaming is an intermediate state between awakening and sleeping. It consists in living an inner scenario that takes place in an imaginary and fantasy world. To do so, we have to free our mind and let our imagination talk without trying to dominate or domesticate it. It is also necessary to make our thoughts as concrete as possible, to give them a sensory basis, to relate them to the 5 physical senses. In other words, the scenario has to be lived, not only conceived.

PRACTICE

To use this method, the first step is to define the problem to be solved.

Then, it is necessary to gather dream-favourable conditions :

- 1) to have enough time (at least 30 minutes) ;
- 2) to choose a good moment (the evening, the night, the holidays, the week-end...);
- 3) to be in a quiet and relaxing environment (silence or soft music, half-light, alone...);
- 4) to be in a good mood.

It is also helpful to have a pencil and a note book in order to write down, during or after the dream, the ideas produced.

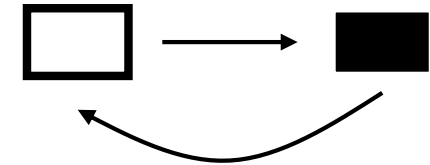
The last step is to sit down/lay down and to relax while thinking about the problem to be solved.

+ : This method doesn't need a lot of means and it ensures that all the unconscious processes of the mind are used.

It may be difficult to apply the method without being coached by an expert. Most of all, like any psychoanalytical tool, disturbances

6. Individual methods : Reversed reasoning/ Razonamiento inverso

The shortest way is not always the best one - Think the contrary of what you are looking for and, then, go back to your first goal



ORIGIN & GOALS

Reversed reasoning is a particular form of brainstorming. It is mainly used in groups but can produce very good results for a person alone

PRINCIPLES

Reversed reasoning is based on one of the most important principles of creativity methods : not trying to reach directly the solution. This avoids a well-known problem : cognitive inertia (the fact of being unable to change - unlock ?- your thought when it is focused on finding a direct solution) .

This method consists in looking for solutions that could be applied to the reversed problem that has been initially defined.

PRACTICE

For a person alone, reversed reasoning can be used almost anywhere and anytime. It includes 3 steps :

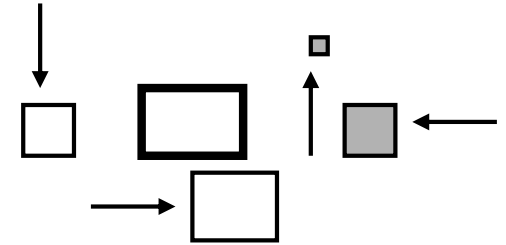
1. **Preparation.** On the basis of a well-defined problem to solve, we express what could be all the opposite/antithetical formulations of this problem. Then we choose the best "opposite formulation" (many tries may be necessary).
2. **Search for "opposite solutions".** We look for all the ideas that could solve the opposite problem.
3. **Back to the initially-defined problem.** Each opposite solution is considered and reversed in order to find out a solution to the initially defined problem. Then, the new ideas are evaluated and selected.

+ : The creative process is doubled : the search for opposite solutions and the return to the initially-defined problem can be considered as two different brainstorming sessions. For a person alone, it is also possible to carry out each step at different moments ; during this time, a subconscious work (incubation) will help to produce more ideas

- : The method takes a long time. It may be difficult to express the opposite formulation of the initial problem. Most of all, people that do not consider themselves as creative should use this method in a group.

6. Individual methods : Analogy/ Analogia

Find similarities between the problem to solve and others taking place in different domains – Build new links and gather things that are otherwise separated



ORIGIN & GOALS

The analogical approach was designed by W.J.J. GORDON to help M.I.T. technicians in well-defined problem solving. The goal of analogy is to find similarities between a domain (in which a problem has to be solved) and other fields (in which there may be possible solutions).

PRINCIPLES

The analogical approach consists in finding out links and relations between separated elements ; and to use these similarities in order to generate ideas that bring solutions to the problem to solve. There are 4 kinds of analogies :

1. **Direct analogy** : It is the most evident. The person wonders in which domains there are similarities with the problem to solve.
2. **Personal analogy** : It consists in identifying yourself with an object linked to the problem.
3. **Symbolic analogy** : The person throws some poetic light on the problem to solve while expressing spiritual, abstract and general ideas
4. **Fantasy analogy** : The problem is considered as solved « by magic », and then we try to find out what this magic could be.

PRACTICE

For the 4 kinds of analogies, the problem to solve must be carefully defined. Its formulation must be as general as possible. Then, the different steps are :

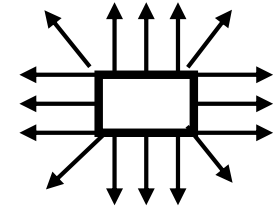
- 1) Fields finding : domains with pertinent similarities are looked for.
- 2) Fields exploration : the person express all the possible analogies.
- 3) Analogy selection : each analogy is studied and only those that could be interesting for the problem are kept.
- 4) Return to the problem : the analogy is brought back to the field of the problem to generate as many solutions as possible.

+ : The analogy is really easy to handle and usually gives good results.

- : This method requires a lot of knowledge in a wide range of domains.

6. Individual methods : Concept Mapping/ Cartas conceptuales

Lay your thoughts down on paper - Explore all the facets of a situation or a problem - Show the different elements and their relationship/interaction



ORIGIN & GOALS

Created by J.D. NOVAK in the early 60s, Concept Mapping is a method used to represent knowledge with graphics and diagrams. It is also helpful to formalise problems and to find solutions. Tony BUZAN's Mind Mapping ® is a particular form of concept mapping

PRINCIPLES

The map is a graphic representation that has a concept, a main idea at its centre. The person writes/draws all the dimensions of the concept and their relationship. The links can be explained, or not ; they can be drawn with arrows or simple lines. The main interest of this tool is to obtain a symbolised form of a concept that can be modified, improved and shared.

PRACTICE

The design of a Concept map does not requires a lot of materials, except a large sheet of paper. There are no specific steps to build the map. The only thing to be careful about is to identify clearly the concept or the main idea.

We advise against trying to make a perfect map in one go. The best way to proceed is to start writing down all the ideas (elements, links) coming to the consciousness and, then, to improve this first work. In fact, a Concept map is something that goes through numerous changes.

+ : This tool is quite easy to handle. It is particularly suited to « low creativity » persons. Most of all, there is a lot of Concept Mapping software. Finally, the map is a good way to keep a trace of your thoughts and their evolutions.

- : To produce a lot of new ideas, it may be necessary to use other creativity tools to foster the Concept Mapping potential.