

Intellection: Enhancing Creativity and Innovation by Promoting and Thinking outside the “New Box”

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Abstract. This paper develops a framework for analyzing the creative culture of an organization. It focuses on the “idea generation” part of the innovation process. It supports the idea that idea generation is a work skill which can be refined and is not an aptitude. It lays an emphasis on how to develop an organizational culture that supports thinking outside the “new box”. On one hand this paper studies the idea generation process among the employees of an organization with the help of various techniques like brainstorming focus groups SCAMPER etc. and also checks their efficiency and on the other it reviews the idea generation literature and identifies agendas for further research.

Keywords: New box: The box of thought patterns which is bigger than the older box. Idea generation: Thinking new creative ideas.

1 Introduction

Intellection involves thinking creatively and differently. Innovation means a new idea applied to initiating or improving a product, process or service. Innovations in organizations can range from small incremental improvements up to radical breakthroughs. Generation of new idea is a very important process. Developing an organization that supports intellection, innovation and creativity and also welcomes new idea from outside the organization leads to the birth of new and innovative products and processes which promote cost cutting and high revenues. Different forms of innovation:-

- Product innovation.
- Process innovation
- Innovation doesn't necessarily need to involve process changes but simply new approaches to problem-solving.

Innovation Management: It refers to the management of innovation processes. These innovation processes include both product and organization innovations. Innovation management includes the following aspects:

- Strategic goals,
- Critical factors for success,
- Innovation process,
- Key persons in the innovation process.

2. Idea Generation: An aptitude or a skill?

The first step towards the development of new products and processes is idea generation. Idea generation includes generating developing and communicating new ideas. An idea is a basic element of thought that can be either concrete or abstract. The ability to generate new ideas is a vital “work skill”. People make the mistake of assuming that good ideas just happen. They think that creativity is an aptitude; some people have it, others don’t. But it is far from truth. Creativity is not an aptitude, but it is a skill which can be developed with practicing certain techniques.

- Problem solution: Someone has found a problem and as a result solves it.
- Derivative idea: Taking something that already exists and the changing it.
- Serendipitous discovery: Ideas developed coincidentally without the intention of the inventor.
- Targeted innovation: It is accompanied by intensive research.
- Philosophical idea: It lies in the mind of the creator ad can never be proved .However it can have vast residual effects.

The right hemisphere of our brain controls creativity. Every person has a left hemisphere and a right hemisphere. Thus we can say that every person has the ability to generate great ideas. Idea generation is a skill which can be developed with the help of certain techniques like- *Brainstorming* is a group or individual creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members.

A *focus group discussion (FGD)* is a good way to gather together people from similar backgrounds or experiences to discuss a specific topic of interest. The group of participants is guided by a moderator (or group facilitator) who introduces topics for discussion and helps the group to participate in a lively and natural discussion amongst them. These discussions lead to the formation of new ideas.

Brain sketching is an idea generation technique based on sketching. This version of brainstorming is based on doodling or drawing, which are elements that stimulate divergent thinking. During the Brain sketching process, participants draw their ideas individually. Then they switch their idea and at the same time obtain a new one.

Substitute, Combine, Adapt, Magnify, Put to Other Uses, Eliminate, Rearrange (SCAMPER) is based on the notion that everything new is a modification of something that already exists. Each letter in the acronym represents a different way you can play with the characteristics of what is challenging you to trigger new ideas. Thus we can say that idea generation is a work skill which can be sharpened by practicing certain techniques.

3. The New Box

‘Thinking outside the box’ is a common proverb. All the members of an organization are required to think outside the box, the box of beliefs and common thought patterns. It is high time that an organization creates the new box. This new box is bigger than the older one.

The ideas which were earlier thought it includes breaking the old patterns of thought. The boundary of the new box is quite far away from that of the older box. For example earlier when the World Wide Web was not invented, internet was thought of as an idea lying outside of the box. But this new box is bigger and ideas like internet etc lie inside the boundary of this new box. You need to think different and big if you want to think outside the new box.

This new box includes ideas which lie outside idea of what is possible. The people themselves should be persuaded to think about the new box. Experimentation should be supported. This world is in a band of infinity. There are infinite chances if evolving. Evolution never stops and so as the ideas.

All of us can tend to get stuck in certain thinking patterns. Breaking these thought patterns can help us get our mind unstuck and generate new ideas. There are several techniques

we can use to break established thought patterns and help in formation of the new box.

This new box is not a six walled tightly packed box. This new box is open ended. It is open from one side. But there are five sides which are closed. The open side is for free thinking and untamed imagination. While the five closed sides contain the thoughts and give them a direction. The ability to generate new ideas is an essential work skill today. You can acquire this skill by consciously practicing techniques that force your mind to forge new connections, break old thought patterns and consider new perspectives.

Along with practicing these techniques, we need to adopt enabling strategies too. These enabling strategies help in creating a positive atmosphere that boosts creativity. As much as these techniques and methods are important developing an innovation culture in an organization is also important. How to make an innovation friendly organization is a very important issue. Developing an innovation friendly organization-

- i. The change agents in an organization should create an innovative climate.
- ii. Organic structure positively influences innovation: The more decentralized an organization the more is the free flow of information and the more is the creativity in an organization. If the organizational structure is bureaucratic there are much formalized rules and regulations and there is centralized authority. And as a result the employees are scared to share their ideas and as a result there is lack of creativity
- iii. Slack resources. When the resources are scarce, the people are persuaded to think of more creative ideas to make the most optimal use of those scarce resources.
- iv. Inter unit communication: When the communication between different units and teams in an organization is free, people exchange ideas and there is a culture of creativity.
- v. Long tenure in management: When the tenure in management is more the experience a person goes on getting is more and as such the person starts thinking more creatively.
- vi. Encourage experimentation: When an organization supports experimentation people start participating more and more without fear and there is a free flow of creative ideas. If an organization does not support experimentation people are scared of putting their ideas forward and as a result there is a lack of creativity.

- vii. Proper training so that employees become idea champions: If an organization provides proper training to the employees to be innovative and to think differently they slowly become idea champions and there is a free flow of creativity.

In order to generate new ideas one does the following things-

- i. When one challenges assumptions-always try to challenge what you assume and try to break the thought patterns
- ii. When one tries to see the problem from a different angle
- iii. When one Plays with different media of expression like sketching writing using clay etc. Sometimes using different techniques sparks off new thought patterns which in turn lead to the generation of new ideas.
- iv. There are several techniques as discussed earlier which help an individual in generating new ideas. Very popular among them is the brainstorming technique.

4. Brainstorming

It is said that two heads are better than one. Brainstorming works on the same principle. Group discussion is done in order to generate creative ideas and solutions. Every member is asked to suggest as many ideas as possible, no matter seemingly how bizarre or queer they are. Discussion on the aired ideas is done when the brainstorming session is over and as such new ideas are born.

- Don't set rules but set directions
- Involve Everyone-Try to involve all the members of the group into the group discussion
- Encourage Cross-Fertilization-Allow the ideas to mingle
- Don't Overlook the Obvious-a sword can never take the place of a needle. Sometimes something which is too obvious is overlooked which could have proved to become the steppingstone to a great idea.
- Keep on challenging your assumptions and judgments. Open up your minds.

- Don't Fear Repetition-sometimes repeating sparks off a new thinking pattern which triggers a new idea.
- Don't Stop to Discuss-Discussing evolves an idea
- Record Every Idea-by scribbling on a piece of paper or writing or doodling. As u doodle more and more of the same idea it triggers off a new idea.

5. Conclusion and managerial Implication:

Intellection and Idea generation is a skill which can be developed by practicing certain idea generation techniques. Creating a culture in an organization which supports thinking outside the new big box helps in bringing out new ideas. Managers should not only promote decentralization and free exchange of ideas but also should make use of the very many idea generation techniques in order to inculcate an environment of creativity and innovation in an organization

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