

# Discussion questions

Business



Discussion Questions Question Person who has the capability to use traditional brainstorming and imagination methods to come up with an outstanding idea which is regarded as authentic and worthy quality is known as the critical thinker (Carter, 2012).

Prime example of creative thinker who applied design, creativity and innovation is Steve Jobs. Steve Jobs was the CEO, co-founder and chairman of Apple. Steve Jobs has the ability to think outside the box and present it in business. The application of creativity, effective, courageous and clarity to ship real product is what made Steve Jobs an integral part towards the tremendous success of Apple Inc. seven general principles applied by Steve Jobs which resembles the innovation and creativity are do things which people love, aspire which can help to change the world, reset brain, sell dreams to people, neglect unnecessary, create insanely and finally mastering the way of delivering message to the customers. Thomas Edison is another creative thinker. Thomas Edison is regarded as the most famous inventor and creative. Ideas of Thomas Edison on application of creativity and innovation are to focus on creative mind power and work on the ideas which have been previously worked by others.

Similarity of both creative thinkers is to think different, determination and create feedback loop with mind to be creative.

## Question 2

Something that occurs within the organization is referred to as internal driver of innovation. The forces outside the organization motivate and enables Company to trigger the mode of innovation for betterment is known as external forces of innovation (Luke, 2013). External factors are changing economy, market, social changes, government policy, new trend,  
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introduction of new technology. Internal driver of innovation is cost reduction, new product, changes in structure of organization, advance level of technology and innovation camps for brainstorming.

The application of innovation is done by companies by reinventing the core business process. Effective organizational structure, ethical cultural background and processes that are designed in an organization can lead to innovation. These drivers are applied in an organization by maintaining effective workplace and installing collaboration and partnering in business organization.

There is no specific instance for production of positive result. The implementation of innovation in organization can produce result by the help of trial and error experiment. The active implementation of vision and strategy can help to produce positive result.

### Question 3

The introduction of new services, products and technologies in an organization to gain competitive advantage over other competitors is known as disruptive innovation (Kim, 2013). Basically it means to replace rather than causing disorder or interrupting.

Disruptive change is regarded as large change and it happens one in a time. It can sometimes create huge chaos in organization. This change is more easy to be adaptable than that of incremental change. A gradual change in organization is known as incremental changes. The implementation of changes in organization happens over a period of time rather than sudden change.

The impact of disruptive innovation on organization is positive and beneficiary. It helps to ensure changes in stable market and continuous

improvement for the betterment of organization. The application of disruptive innovation helps competitors to adjust to new technology and benefits others companies to gain market share.

#### References

Carter, L. (2012). *Best Practices in Leadership Development and Organization Change*. New Jersey: John Wiley & Sons.

Kim, C. (2013). *Blue Ocean Strategy*. New York: Harvard Business Press.

Luke, A. (2013). *Design Activism*. London: Routledge.