

Innovation, design, and creativity

[Design](#)



The purpose of this essay is to define, compare, and contrast creativity, innovation, and design. There are many definitions for those words. For example, creativity could mean something different to a sculptor and a brick mason. As a result, this essay will examine those words as they relate to business and management. Definitions In its simplest definition, creativity is the ability to generate ideas. Creativity is an essential element of innovation. According to Von Stamp (2008) creativity is half the equation that equals innovation.

Ideas are the starting point of all successful enterprises. Ideas are generated by Individuals. One goal of management is to get individuals to generate ideas to further organizational goals. It requires leadership to get individuals to generate ideas for organizational goals. The ability to motivate people is essential for the generation of ideas and is a common trait among successful leaders. Innovation appears to be an aspect of the human ability to reason. In a business environment innovation allows the organization to implement new ideas and solve problems in different ways.

Innovation can be essential in developing new products or procedures. Innovation is a valuable resource organizations can use for attaining competitive advantage. That description of Innovation is in keeping with von steam (2008) who defines innovation as creativity combined with successful implementation. The ability to transform ideas into reality is the essence of Innovation and is essential to the success of business organizations. If creativity is the generation of Ideas and Innovation is creativity plus implementation, then design is the bridge between the two.

Design is the ability to take an idea and visualize the process for implementation. This definition can be observed in the natural world. Writing this essay involves all three processes. Creativity came from the assignment description, Design equals the outline, notes. And research, and innovation equals the finished essay. Excepting cases of plagiarism no two people will generate the same paper. However, the ability to design can be an internal or external process. Visualizing how to build a picnic table without blueprints is an example of internal design process.

Drawing blueprints before building a picnic table is an example of an external design process. In most business applications external design processes appear to be favored because they can be shared and distributed more effectively to the largest population. Compare and Contrast Creativity, Innovation and design are three very different concepts with different definitions. Not one of those three words is truly synonymous although creativity and innovation compare them. It is like trying to compare apples and oranges. Further complicating matters is everyone possesses those abilities to different degrees.

Apples, oranges, and bananas are only comparable in that all three are fruit; it is there all similarities end. The same holds true in terms of creativity, innovation, and design; all three are human abilities, and there all similarities end. However, creativity, innovation, and design are three complimentary human abilities, and still analogous to fruit. For example: one might find apples, oranges, and bananas to be complimentary ingredients when making a fruit salad. Two fruit salads with the same ingredients might even taste different because of the distribution of those ingredients.

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In terms of human abilities creativity, innovation, and design are the same. All people possess those abilities - or ingredients - to different levels of distribution. This is why we say one person is really creative and another is not. Conclusion Creativity, innovation, and design are three complimentary human abilities. People like, Alexander Graham Bell, Thomas Edison, and the Wright Brothers all earned their place in history because they demonstrated exceptional aptitude in all three of those abilities. However, teams of people working together have accomplished greater things.

Sure the Wright brothers conquered the sky but the Saturn V Rocket conquered the moon. Name one person who built it. The Saturn V rocket and the Apollo space missions were a team effort, accomplished by ordinary people, whom, together accomplished extraordinary things. By pooling together vast amounts of human resources man was able to tap the limits of human creativity, innovation, and design and place Neil Armstrong on the moon.