

Creativity and innovation week 1

Business



Creativity and Innovation week There is a great emphasis put on innovation in today's environment in order to enable firms to differentiate themselves better as well as the services and products they offer. However, organizations are consistently looking for better ways so as to innovate quickly and effectively both within and beyond their product lines and central markets. This, therefore, has resulted to an open innovation concept where organizations discover that all the components of innovation do not have to originate from within. However, they can increase or accelerate their efforts by obtaining the required technology from external sources.

One of the organizations that have undergone an innovation is the California Institute for Regenerative Medicine (CIRM). California Institute for Regenerative Medicine is an organization that improved the development of therapies and potential cures based on the stem cell science (Michael & Panetta, 2005). In order to meet this mission that had been set, the organization had to focus on innovations both internal and external by carrying out research, product development and clinical trials. In order to be more successful, the CIRM developed a collaborative network that consisted of funding entities in 2 international states, 2 foundations, 12 countries and one domestic state. Additionally, the National Institute of Health also entered a collaborative relation with the CIRM. Through a good external collaborative network, California would be able to collaborate with several people from outside the state on several projects of innovation that would help in identifying solutions to different conditions such as HIV/AIDS, Parkinson's disease, childhood neurological disorders, cancer and genetic diseases(Chesbrough, 2003).

The Main inspired idea that led to the innovation was to successfully fulfill
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the various objectives that were laid by the organization. The objectives include; increasing the development of stem cell therapies, implementing the recommendations of the external review panel. With the objectives set, the project came out with a more valuable result that would help in fulfilling the mission and improving people's health status with most chronic conditions.

Self expression can be referred to as an expression of one's personality or feelings such as in poetry, painting or any other creative work or activity (Slowinski, 2005). The development of creativity and self-expression involves the use of technological tools in order to produce a range of creative works. The activities normally start with a central theme, for instance, science and math for reports, literacy for storytelling and arts through video production and digital images. With the help of the assistant, students tend to enhance their skills.

The Vocal Outreach into Creative Expression (V. O. I. C. E.) project is a national movement that inspires and celebrates youth self-expression via Spoken Word Poetry. The project was invented in 2004 and was mainly meant to encourage the young to use Spoken Word Poetry as a tool that would help them engage in the world around them since it would help them understand and explore themselves, their society and culture. The project also unites performance, writing and an encouraging environment that enables the youth to discover that their views are important and necessary. The main objective of the project V. O. I. C. E. is to educate, inspire and entertain. In order to successfully carryout these objectives, an innovation should be carried out to realize best ways through which the objectives could be obtained. Ideally, the first move of the project is to offer a live

presentation of Spoken Word Poetry to audience that either be familiar with the form of art or not. Additionally, the project is meant to generate enthusiasm and curiosity about Spoken Word, and present the expression form as appropriate way of communication. Innovation would definitely ensure that all the objectives of this project are fulfilled successfully. This is because with innovation, information is got through researches and practical activities that offer several options of how to do something or approaches to be followed. However, innovation would be valuable for this project.

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References

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