

Creativity in Innovation

Mr. Eliav Amram

Sunday 18:00-19:30

Zoom link-

Reception: Scheduled via E-mail

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Course abstract

Are there any forms of initiative thinking? How does one think about new products and services?

We often think "I thought about an amazing idea, what's next?"

There is a wide understanding, especially after "Covid-19" pandemic, that without creative thinking and without entrepreneurs, there will be no advancements in the world. Therefore, organizations, self-employers, entrepreneurs and people around the world will not accelerate their revenues, nor optimizing their performance. There is the same effect on private people, they will not improve themselves as the world's demands and skills are rapidly changing.

Organizations and People around the world, will one day find themselves irrelevant. In a good-case scenario, their businesses didn't grow. In the worst-case scenario, they didn't survive these challenging days.

In this course, you will learn how to think inside and outside the box. As we scan the most popular creative thinking methods, you will find out how to think creatively in front of some of the most challenging situations or problems that you may encounter.

After you thought about a good idea, the next step is to think and plan! How do we become successful entrepreneurs?

Grade

100% -Team work and presentation: Choose 1 company that is in the NYSE or NASDAQ. Preferably one that their stock market has decreased in last 6 months (since this course started). Offer them 3 new products that is within the area of their core business or that they can gain very quick expertise in this new area\product\service.

Must: 80% presence by camera on.

Lecture Topics (tentative)

	Date	Topic
1	28.2	Introduction to Creativity in Innovation Course Brief
2	7.3	Trends Identification & Defining the Problem
3	14.3	Design Thinking and Design Sprint
4	21.3	SCAMPER
5	4.4	Guest Appearance
6	11.4	Systematic Inventive Thinking (SIT)
7	18.4	Team Presentations- Company Problems Trends
8	25.4	Collaborations & Ecosystem- Teams, Partners and Allies
9	2.5	Strategics- SWOT and Blue Ocean
10	9.5	LEAN STARTUP
11	23.5	GRIT
12	30.5	Voice of the Customer (VoC) Meeting the front-line
13	6.6	Behavioral and Culture Changes
14	13.6	Team Presentations- Final Project

Bibliography

- Boyd, D., & Goldenberg, J. (2013). Inside the box. Profile Books Limited.
- Duckworth, A. (2016). *Grit: The power of passion and perseverance* (Vol. 234). New York, NY: Scribner.
- Mauborgne, R., & Kim, W. C. (2007). *Blue ocean strategy*. Gildan Media.
- Podolny, J. M., & Hansen, M. T. (2020). How Apple Is Organized for Innovation. *HARVARD BUSINESS REVIEW*, 98(6), 86-95
- Reis, E. (2011). The lean startup. *New York: Crown Business*, 27.
- Serrat, O. (2017). The SCAMPER technique. In *Knowledge Solutions* (pp. 311-314). Springer, Singapore.

Watch

https://www.youtube.com/watch?v=V1nQFotzQMQ&fbclid=IwAR0CVfEkBM5-4h_tS2qQWfGP-jv_JFIGGiFUXKTenjJ8R_6YyVF4nNdDeE- Eilon Musk, Tesla, SpaceX and Why He Left Silicon Valley | WSJ

<https://www.youtube.com/watch?v=HK75C39Dftk&t=26s> - SpaceX Starship explosion - Elon Musk's rocket goes up in flames