CREATIVITY: WHERE GOOD IDEAS COME FROM
FROM PhD TO JOB MARKET | THE ROAD NOT TAKEN
HELLO, I’M PETER

Entrepreneur: co-founder of Dwengo

Entrepreneurial Creativity

Stimulating Creativity & Innovation in Flanders

Flanders DC

1981

@pbertels
WHO ARE YOU?
(Yes, I mean you!)
INNOVEREN
DOE JE ZO!
BRAINSTORMING?
BASIC PRINCIPLE
THE RULE OF THREE

1. Spontaneous brainstorming
2. Technique X
3. Technique Y

number of ideas

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THE RULE OF THREE

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number of ideas
A, B, C...
FLOWER ASSOCIATION
NEGATIVE BRAINSTORM
7 BRAINSTORMING TECHNIQUES IN 1

- Substitute
- Combine
- Adapt
- Modify

- Put to other user
- Eliminate
- Reverse
WARMING UP
OBSERVATION

POSTPONE JUDGEMENT

ASSOCIATIVE THINKING
WHODUNNNIT?
Yes, but... It already exists! Our customers won’t like that!
WE DON’T HAVE TIME... NO! It’s not possible...
It’s too expensive! Let’s be realistic... That’s not logical...
We need to do more research... THERE’S NO BUDGET...
I’m not creative... We don’t want to make mistakes...
The management won’t agree... GET REAL...
It’s not my responsibility... It’s too difficult to master...
THAT’S TOO BIG A CHANGE...
The market is not ready yet... Let’s keep it under consideration...
It is just like... The older generation will not use it...
WE ARE TOO SMALL FOR THAT...
It might work in other places but not here...
BRAINSTORMING WITH THE GPS TECHNIQUE
Generating ideas

Selecting the best

www.flandersdc.be/gps
KEEP IN MIND...

- Postpone your judgement
- Be open & enthusiastic
- Take care of the crazy or slightly naïve ideas
- Build upon other ideas
- 1 idea on 1 post-it
- Write BIG and clearly
HINTS FOR CHOOSING

• Focus on the goal
• Think in opportunities
• Choose with courage
• Trust your intuition
COCD IDEA SELECTION BOX

- **Difficult**
- **Easy**

- **Normal**
- **Original**

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<thead>
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<th>Difficulty</th>
<th>Easy</th>
<th>Normal</th>
<th>Original</th>
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<tr>
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<td><strong>now</strong></td>
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