



Creativity for Business Innovation

Embracing Disrupting Innovation



Creativity for Business Innovation



Creativity, finally, has gained a role to play in Business.

Rational thinking alone isn't enough to maintain the success of a company over time.



The journey of your business idea



The steps to unlock creativity within your organisation



Break the connection

with your last product or service.

Look at your customers

and the the job their are trying to accomplish.

Build fictional characters

summarising the traits of different customers.

Think creatively

about possible new solutions.



Step 1. Forget

The challenge:

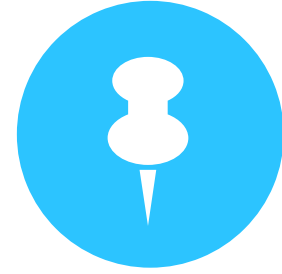
Detach yourself from what you know about your product or service



Price



Value



Location



Payment



Step 2. Observe

The challenge:

Overcoming the obstacles cluttering your perception.



Overcome Bias

Bias alter the way we perceive reality.



Remove Judgment

Looking at the customer behaviour for what it is and not for what you think should be.



Focus on the problem

It's tempting to come up with solutions before understating the real problem.



Step 3. Develop Personas

The challenge:

How to make fictional characters feel real?



Synthesis

Each character summarises the characteristics of a specific set of customers.



Feel real

Even though they are fictional, you need to be able to relate to them.

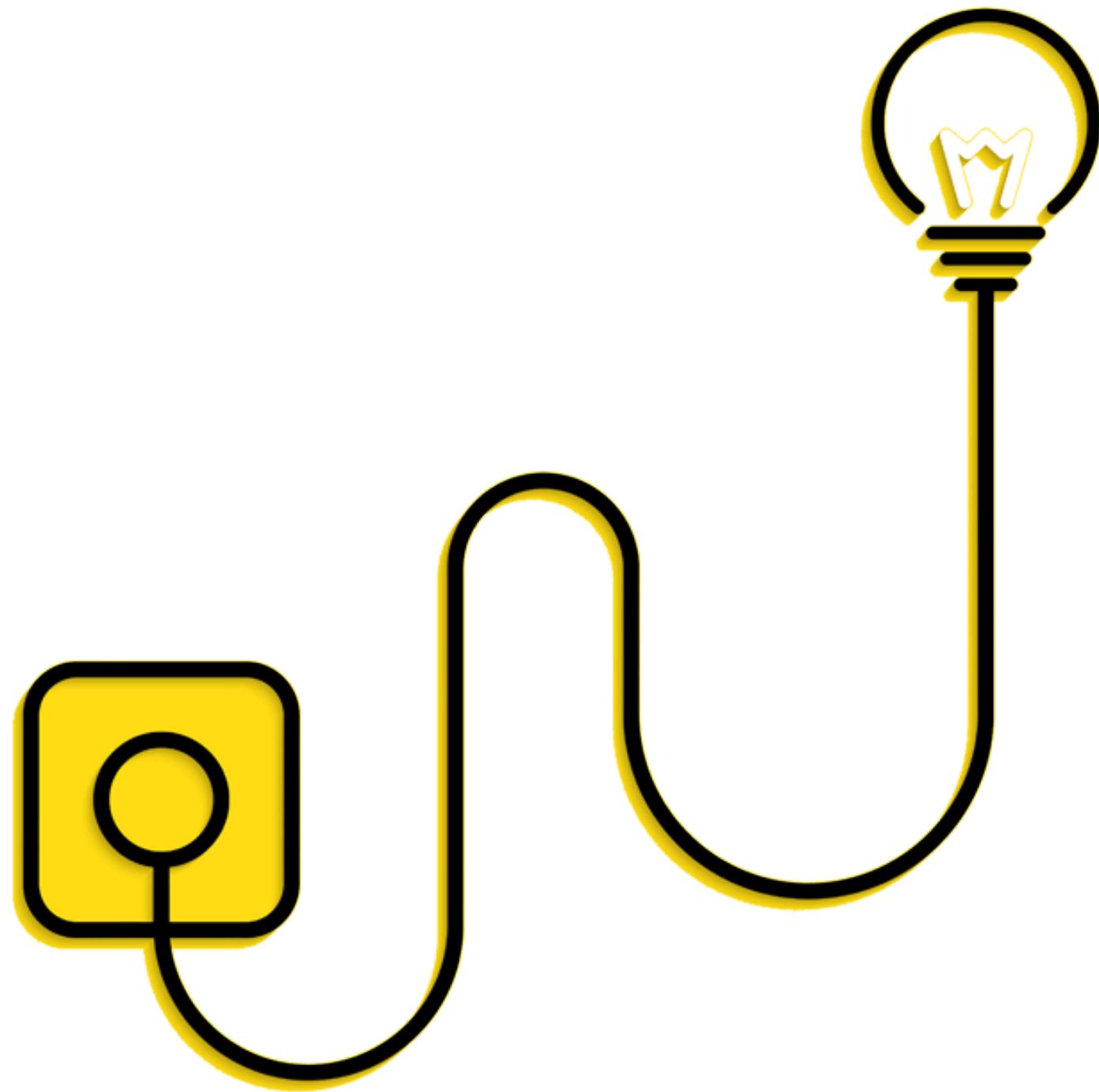


Visualise

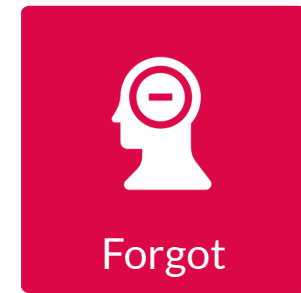
Create a visual representation of each personas.



Step 4. Unlock Creativity



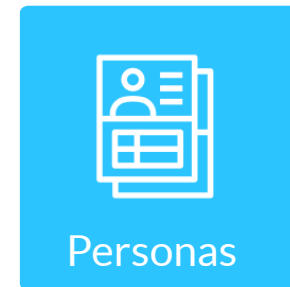
After having:



about your product



your customer



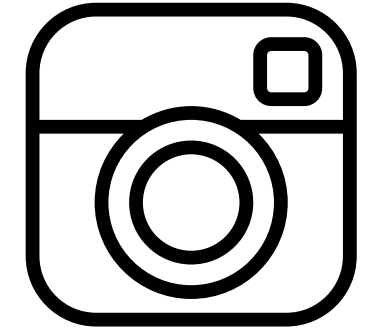
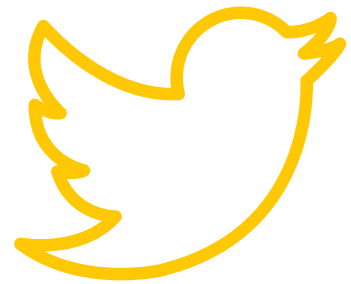
synthesised your finding



It's creativity time!



Creativity for Business Innovation Session



Schedule an online conversation with Stefano



stefano@stefanomessori.com