



Creating Innovative Ideas

Start date Friday 1 July 2022 **End date** Sunday 3 July 2022

Venue Madingley Hall
Madingley
Cambridge
CB23 8AQ

Tutor **Andrew Hatcher** **Course code** 2122NRX082

Director of ISP and LL Sarah Ormrod

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Tutor biography

Andrew Hatcher is a seasoned entrepreneur, investor and advisor with a long history of identifying, developing and managing innovation across many sectors. His corporate life was spent primarily at Reuters, the global information group, where he was involved in developing an innovation management system within the corporate venturing division. This culminated in a role as CEO of an Asian-based Internet trading corporate spin-out in Singapore which he took through initial VC funding and on to a trade sale. He has subsequently been involved in the creation and development of a number of companies including Investing for Good, Working Knowledge, Applied Knowledge and Profyle and acts as a non-executive director at several early-stage technology companies. This has involved working in many sectors including financial services, education, Oil and Gas, marketing services, AI, and medical technology. Andrew teaches widely in the areas of innovation and marketing, is a Fellow at Cambridge Marketing College and has published a number of books on innovation and marketing. He is currently Mentor in Residence at the Cambridge Judge Business School and is lead coach on the Accelerate Cambridge programme.

Course programme

Friday

Please plan to arrive between 16:30 and 18:30. You can meet other course members in the Terrace Bar which opens at 18:15. Tea and coffee making facilities are available in the study bedrooms.

19:00	Dinner
20:30 – 22:00	An Innovation in Action - Case Study
22:00	Terrace Bar open for informal discussion

Saturday

07:30	Breakfast (for residents only)
09:00 – 10:30	Creativity Foundations
10:30	Coffee
11:00 – 12:30	The Creative Process
13:00	Lunch
14:00 – 16:00	Free time
16:00	Tea
16:30 – 18:00	Design Thinking
18:00 – 18:30	Free time
18:30	Dinner
20:00 – 21:30	Approaches to Creative Thinking
21:30	Terrace Bar open for informal discussion

Sunday

07:30	Breakfast (for residents only)
09:00 – 10:30	Evaluation and Reflection
10:30	Coffee
11:00 – 12:30	Bringing an Idea to Life
12:45	Lunch

The course will disperse after lunch

Course syllabus

Aims:

The course will introduce you to:

- 1) The basics of creative thinking in terms of mindset and frameworks
- 2) A structured approach to developing a creative idea
- 3) A range of creative thinking approaches and stimuli
- 4) Selecting and implementing the right idea

Content:

This course will take you through the basics of how to rediscover your creativity and generate a wide range of ideas in business and life. It is widely held that we are all born with innate powers of creativity and imagination but that over time, as the result of many societal and interpersonal structures, we can lose our basic creative insights and confidence.

In a world where challenges are becoming increasingly complex and ambiguous, our creativity can lead the way to solving problems and finding solutions broadening our perspectives and overcoming our prejudices.

This course is focused primarily on idea generation but will also provide some insight into their evaluation and implementation.

Presentation of the course:

The course will involve illustrated lectures, group discussion, creative exercises and case studies.

As a result of the course, within the constraints of the time available, students should be able to:

- 1) Understand the context within which creativity can flourish
- 2) Have a good understanding of the stages of developing an idea
- 3) Understand how to select and implement appropriate ideas

Reading and resources list

Listed below are texts that might be of interest should you wish to supplement your learning on the course. Any essential reading is marked with an asterisk *

Author	Title	Publisher and date
Various	Harvard Business Review on Innovation	Harvard Business School Press, 2001
Jeff DeGraff	<i>Creativity at Work</i>	Jossey Bass, 2002
Alex f Osborn	<i>Applied Imagination</i>	Scribners, 1953
Jeff Mauzy	<i>Creativity Inc.</i>	Harvard Business School Press, 2003
Mihaly Csikszentmihalyi	Creativity: The Psychology of Discovery and Invention	Harper Perennial Modern Classics, 2013
Michael Michalko	Thinkertoys: A Handbook of Creative-Thinking Techniques	Ten Speed Press, 2006

Website addresses for creating innovative ideas:

(Google Chrome is the preferred browser for YouTube)

Can creativity be learned? <https://www.businessnewsdaily.com/2471-creativity-innovation-learned.html>

The Science of Creativity <https://www.creativelive.com/blog/science-of-creativity/>

Tolerating ambiguity <https://www.youtube.com/watch?v=RZ0tS2vBEIA>

Five Stage of the Creative Process <https://www.youtube.com/watch?v=ZlOR1uJ62xo>

The Genesis of Ideation <https://workplaceinsight.net/the-genesis-of-ideation-and-the-places-we-go-to-have-our-best-ideas/>

What is Prototyping? <https://www.interaction-design.org/literature/topics/prototyping>

Design Thinking Defined <https://designthinking.ideo.com/>

Story of Design <https://www.youtube.com/watch?v=KK958OkD6g>

Mind Maps <https://www.informationtamers.com/How-to-present-information-so-that-people-remember-and-act-on-it.html>

Think outside the box <https://www.youtube.com/watch?v=bpdnKzdbm58>

Edward de Bono <https://www.youtube.com/watch?v=Nb9Oe83ruUw>

Don't trust your gut <https://hbr.org/2003/05/dont-trust-your-gut>

Introduction to Cost Benefit Analysis <https://www.youtube.com/watch?v=7tdKkeNCIPE>

Guide to the SFA Matrix <https://getlucidity.com/strategy-resources/guide-to-the-sfa-matrix/>