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

For further information  inteng@ice.cam.ac.uk

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
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 *

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<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher and date</th>
</tr>
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<tbody>
<tr>
<td>Jeff DeGraff</td>
<td>Creativity at Work</td>
<td>Jossey Bass, 2002</td>
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<tr>
<td>Alex Osborn</td>
<td>Applied Imagination</td>
<td>Scribners, 1953</td>
</tr>
<tr>
<td>Mihaly Csikszentmihalyi</td>
<td>Creativity: The Psychology of Discovery and Invention</td>
<td>Harper Perennial Modern Classics, 2013</td>
</tr>
<tr>
<td>Michael Michalko</td>
<td>Thinkertoys: A Handbook of Creative-Thinking Techniques</td>
<td>Ten Speed Press, 2006</td>
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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](https://www.businessnewsdaily.com/2471-creativity-innovation-learned.html)


Tolerating ambiguity  [https://www.youtube.com/watch?v=RZ0tS2vBEIA](https://www.youtube.com/watch?v=RZ0tS2vBEIA)

Five Stage of the Creative Process  [https://www.youtube.com/watch?v=Zl0R1uJ62xo](https://www.youtube.com/watch?v=Zl0R1uJ62xo)


What is Prototyping?  [https://www.interaction-design.org/literature/topics/prototyping](https://www.interaction-design.org/literature/topics/prototyping)

Design Thinking Defined  [https://designthinking.ideo.com/](https://designthinking.ideo.com/)

Story of Design  [https://www.youtube.com/watch?v=_KK958OkD6g](https://www.youtube.com/watch?v=_KK958OkD6g)


Think outside the box  [https://www.youtube.com/watch?v=bpdnKzdbm58](https://www.youtube.com/watch?v=bpdnKzdbm58)

Edward de Bono  [https://www.youtube.com/watch?v=Nb9Oe83ruUw](https://www.youtube.com/watch?v=Nb9Oe83ruUw)

Don't trust your gut  [https://hbr.org/2003/05/dont-trust-your-gut](https://hbr.org/2003/05/dont-trust-your-gut)

Introduction to Cost Benefit Analysis  [https://www.youtube.com/watch?v=7tdKkeNClPE](https://www.youtube.com/watch?v=7tdKkeNClPE)