

# A PREVIEW INTO CREATIVELY INNOVATIVE

By Linda Gorchels

Experts consider creativity to be the craft of cultivating new ideas. Innovation is the implementation of those ideas, their conversion into something of realizable value. Creativity is subjective and challenging to measure. Innovation is evaluated in terms of tangible products and services. They work together, but also separately. They require some unique skills and yield different benefits.

The world is constantly changing, and creativity and innovation are the keys to adapting. We all need to adapt.

To give you a flavor of the book's direction, here is my preface.

---

*The concepts of creativity and innovation dominated most of my career. I read books by artists, musicians, and creative writers. I studied product development publications about agile, stage-gate, design thinking, and other "innovation" processes. I reviewed inventor memoirs and biographies. I pored over academic meta-analyses and trade research. I compared that background with my experience as an employee, manager, and corporate trainer. This is my attempt to package my ideas into a short manuscript about both creativity and innovation.*

*There was a reason I selected the title Creatively innovative. Actually, there are several reasons. First, I wanted to position creativity as an input or predecessor to innovation. Second, I wanted to distinguish between individual creativity and corporate innovation. Third, I wanted to explain how creativity can be valuable even without innovation. And finally, I just plain liked the title.*

*As background, I am an INTJ on the Myers-Briggs scale (although I am close to the center for all quadrants). I am a cross between Star Trek's Spock (logical), detective Columbo (clumsily investigative), and the X-Files' Fox Mulder (the truth is out there). These characteristics have colored my search for creative innovation.*

*In graduate school, I took a class on innovation. Decidedly "B-School" in orientation, it attempted to define the business and market context for success. I appreciated it from my Spock psyche. But creativity was not explicitly emphasized, and I bumbled around investigating the mysterious connections using my Columbo skills. When that wasn't enough, I sifted through the X-Files of creative innovation. I'll share the secrets I found along the way.*

---

I am incorporating concepts from my blog into the manuscript. Check that out if you don't want to wait until I have the completed book published.