

Bab 3

Berpikir Kreatif



Tujuan Pembelajaran

- Mengenalkan kreativitas sebagai modal penting seorang wirausahawan
- Menjelaskan hambatan berpikir kreatif yang dapat menghambat progress sebuah usaha
- Mengenalkan cara mengukur potensi kreatif
- Mengenalkan cara meningkatkan kreativitas dan membebaskan diri dari belenggu

Hambatan Persepsi

1. Membatasi penyelesaian problem dengan asumsi yang tidak perlu.
2. Stereotyping: Berpikir konvensional
3. Terlalu banyak informasi

Perspektif



What's UP!



***The question is not
what you look at
but what you see***

Thoreau

From idea to profit?



DEFINITIONS OF CREATIVITY (1)

- Creativity is an ability to come up with new and different viewpoints on a subject.
- It involves breaking down and restructuring our knowledge about a subject in order to gain new insights into its nature.
- Defining creativity is complicated because the concept has many dimensions.

DEFINITIONS OF CREATIVITY (2)

- Wertheimer... 'restructuring our knowledge'
- Kelly and Rogers... 'understanding how we think'
- Maslow... 'primary versus secondary'
- Rickards... 'personal discovery process'
- Gilliam... 'making new connections'
- Amabile... 'novel and useful ideas'

DEFINITIONS OF CREATIVITY (3)



‘Being creative is **seeing** the same thing as everyone else, but **thinking** of something different’

Charles Cave

<http://members.ozemail.com.au/~caveman>

INVENTION AND CREATIVITY

Invention is an act of creativity that results in a device, process or technique that is novel enough to produce a significant change in the application of technology.

HOW IDEAS ARISE

- Generating ideas is not a chance process.
- Ideas appear to arise when people are actually looking for them.
- It happens to people who are
 - Curious or inquiring.
 - Engaged in a search for opportunities, possibilities, answers or inventions.

IMPORTANCE OF CREATIVE THINKING

- Logical thinking is a series of steps that extend what we know already, rather than being truly new.
- The need for creative thinking arises from the inadequacies of logical thinking.
- It is a method for producing insights that might not be obtained through conventional or traditional methods of logical thinking.

CREATIVE THINKING IN BUSINESS

- Increasing number of problems have few or no precedents
- Fewer tried and tested ways of approaching them
- Creativity is a vital asset for leadership
- Business problems are usually open-ended
- Planning, organising, leading, controlling

Berpikir Kreatif

- Melihat dengan sudut pandang baru
- Menemukan hubungan baru
- Membentuk kombinasi baru

Pemikir Kreatif Selalu Bertanya:

SCUMPS

Shape

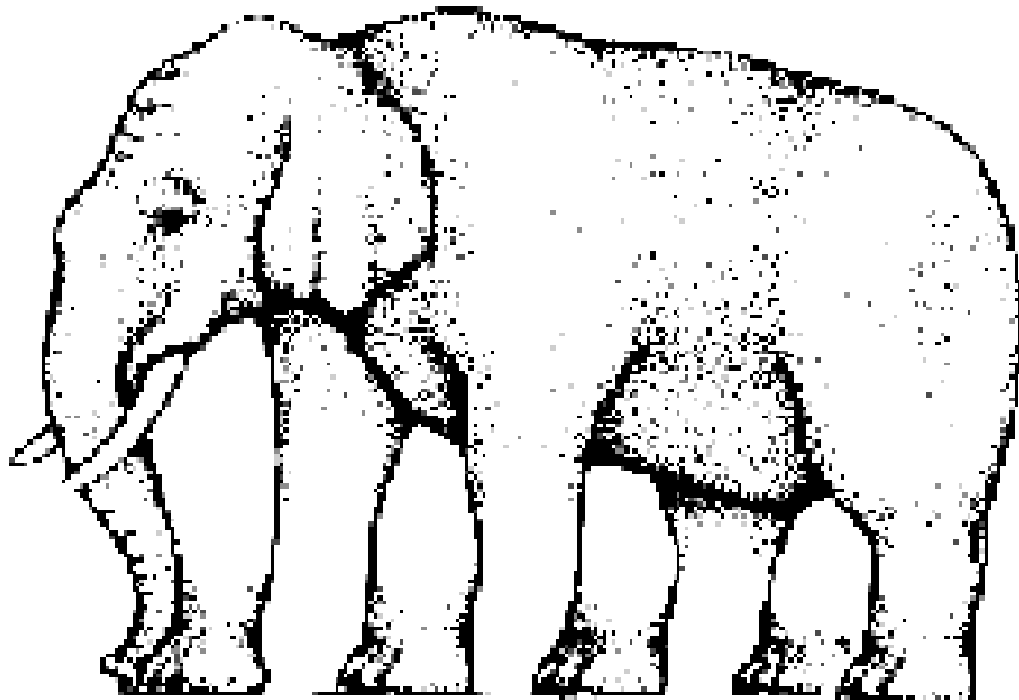
Color

Use

Material

Part

Size



How many legs does this elephant have?

“SCUMPS”

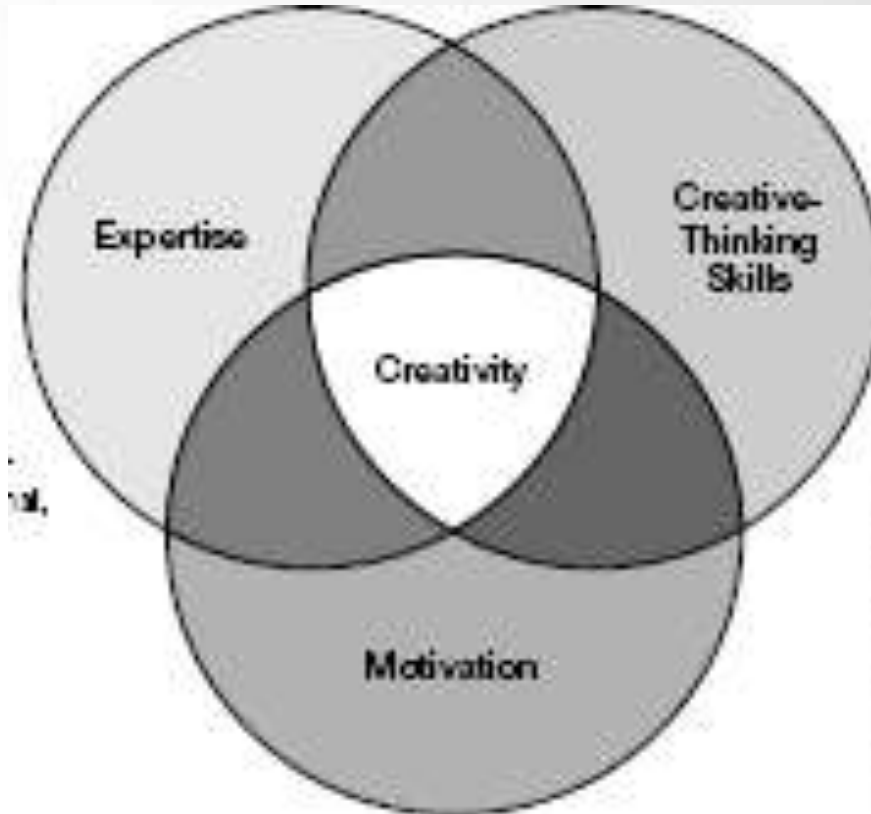


Teknik “CREATE”

1. Membuat **COMBINASI** baru
2. Menggunakan Input yang **RANDOM**
3. Membuat **ELIMINASI**
4. Menggunakan **ALTERNATIF**
5. Mencoba Cara Pikir **Terbalik**
6. Kasus **Ekstrim**

Three Components of Creativity

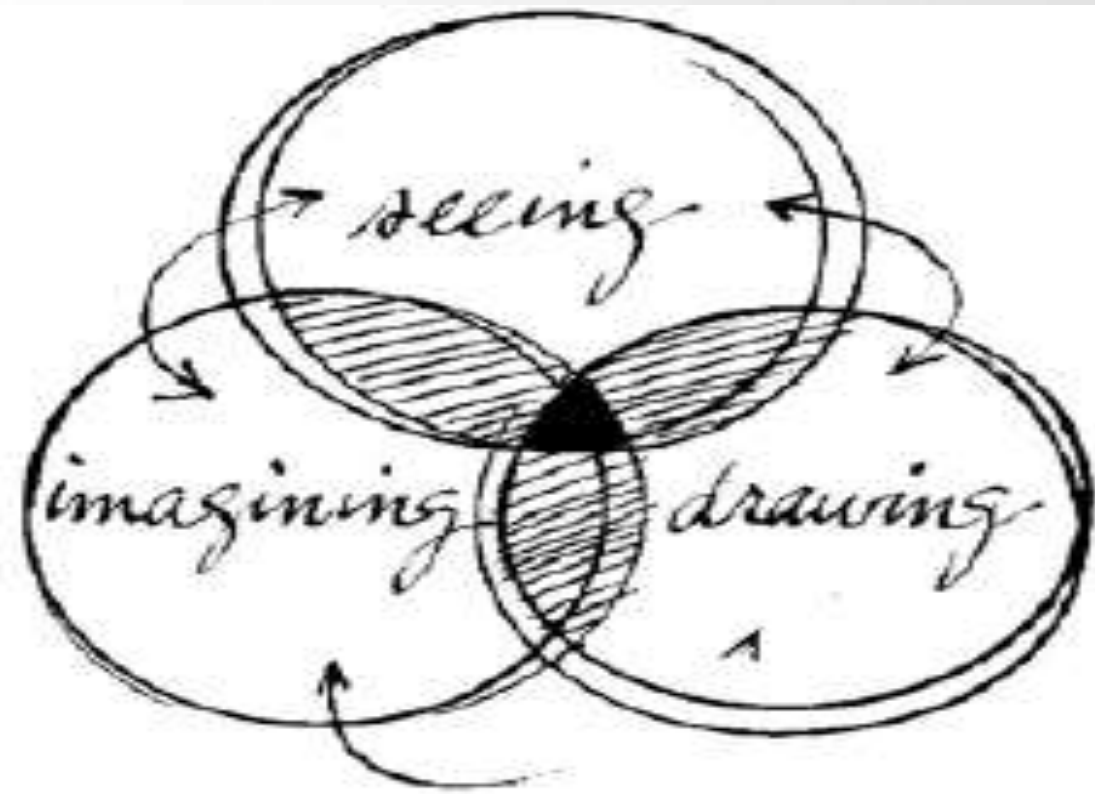
EXPERTISE is, in a word, knowledge – technical, procedural, and intellectual



CREATIVE-THINKING SKILLS determine how people flexibly and imaginatively approach problems.

MOTIVATION, the inner passion to solve the problem at hand, leads to solutions far more creative than do external.

Teknik Visual Thinking



www.howstuffworks.com

ATM = Amati, Tiru, Modifikasi

Tips Meningkatkan Kreativitas

1. Tingkatkan penggunaan otak kanan anda melalui stimulus visualisasi tujuan, mempelajari seni musik, serta berolahraga jalan kaki tanpa alas
2. Kenali hambatan kreatifitas anda, dan lakukan rencana aksi untuk mengeliminir hambatan tersebut
3. Biasakan berpikir **berbeda**

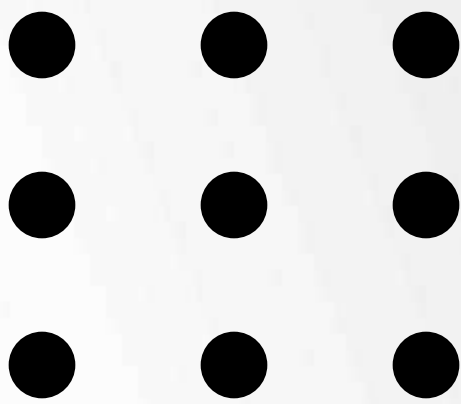
PERBEDAAN ANTARA OTAK KIRI DAN OTAK KANAN

OTAK KIRI		OTAK KANAN	
1.	INTELEKTUAL	1.	EMOSIONAL
2.	LOGIS	2.	INTUITIF
3.	KATA	3.	GAMBAR
4.	DEDUKTIF	4.	INDUKTIF
5.	TETAP	5.	SEMENTARA
6.	STATIS	6.	DINAMIS
7.	HAPALAN	7.	PEMAHAMAN
8.	FAKTA	8.	GAGASAN
9.	SEMPIT	9.	LUAS
10.	DANGKAL	10.	DALAM
11.	PASIF	11.	AKTIF
12.	JAWABAN	12.	PERTANYAAN
13.	REAKTIF	13.	AKTIF
14.	SERIOUS	14.	PENASARAN
15.	BIMBINGAN	15.	INISATIF
16.	KETAKUTAN	16.	KEPERCAYAAN

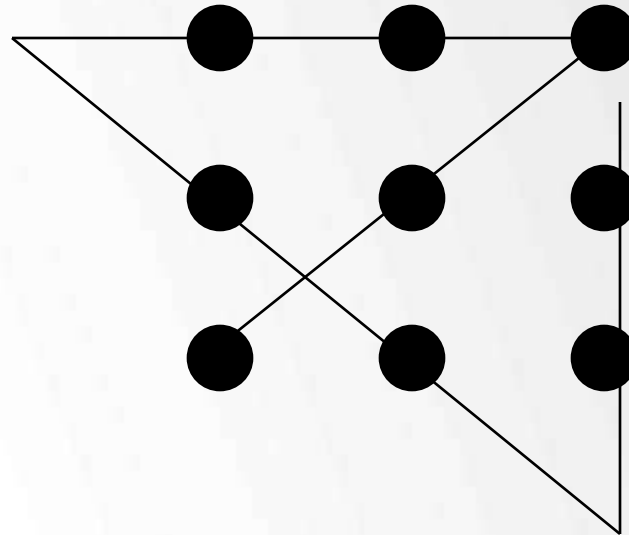
OTAK KIRI		OTAK KANAN	
1.	PEKERJAAN	1.	KEHIDUPAN
2.	JANGKA PENDEK	2.	JANGKA PANJANG
3.	KAKU	3.	FLEKSIBEL
4.	PERATURAN	4.	RISIKO
5.	TESIS	5.	SINTESIS
6.	TERTUTUP	6.	TERBUKA
7.	STABILITAS	7.	PERUBAHAN
8.	AKAL SEHAT	8.	IMAJINASI
9.	RAMALAN	9.	EKSPLORASI
10.	KAKU	10.	SPONTAN
11.	TAKTIK	11.	STRATEGI
12.	BENTUK	12.	ISI
13.	DOGMA	13.	PENEMUAN
14.	MANAGER	14.	LEADER

Brain Teaser

Could you connect the 9 dots with 4 connecting lines ?
Don't lift your writing instrument off the paper!



Brain Teaser

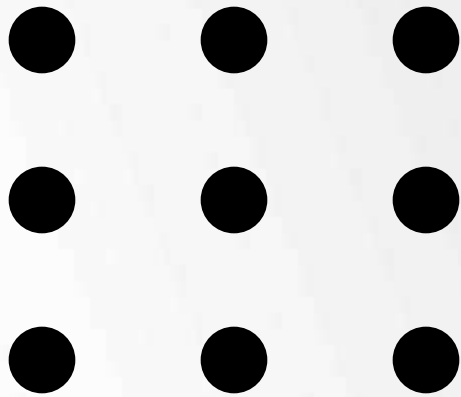


People often assume that you must stay within the “box” created by the dots.

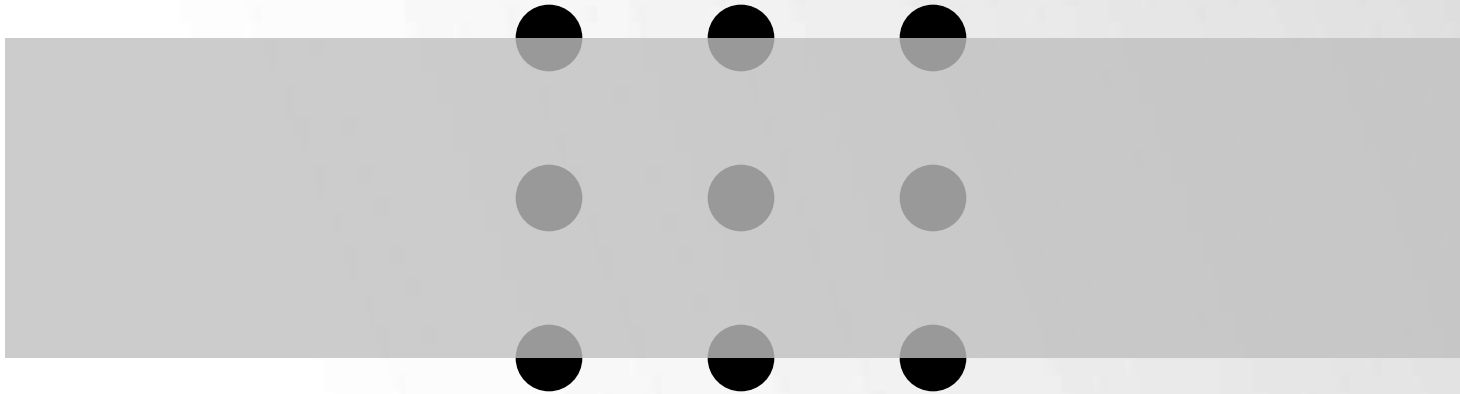
Think outside the box...literally.

Brain Teaser #2

Finally: Is it possible to do with 1 straight line without cutting the page?



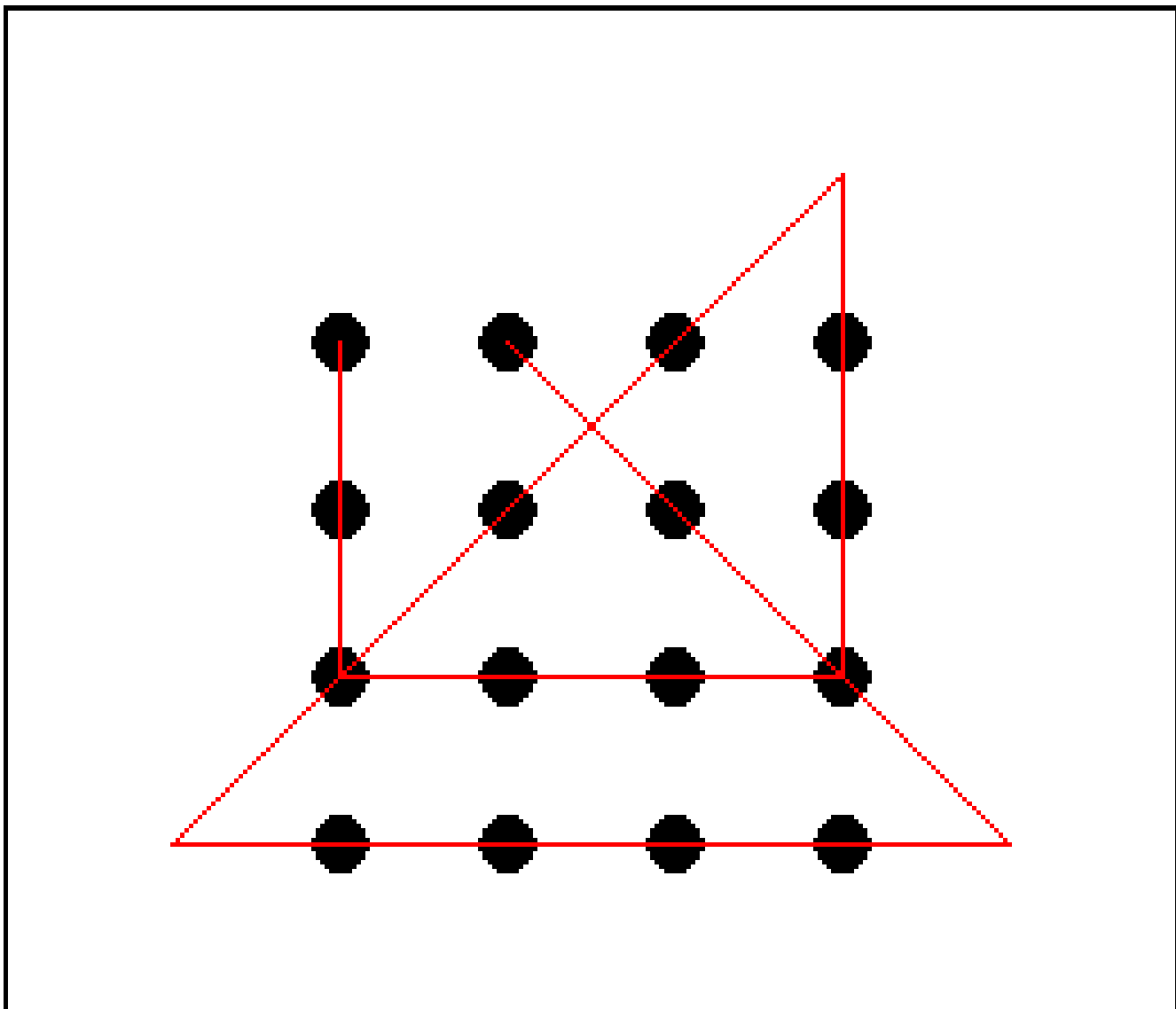
Brain Teaser #2



Had you made any assumptions about what the definition of a “line” is?
Every part of the problem/question can present a possible solution.

Nothing is impossible.

Consider every solution before deciding on the best solution.



Opportunity Recognition

- The identification of unfulfilled desires in the market place
- The creation of ideas for services or products that satisfy those market needs

Opportunity Recognition

Market:

- a group of people potentially interested in buying a product or service.

Searching for ideas

- What you know
 - Your experience
 - Your company
 - Your industry
- Swim downstream
 - Your customers
- Swim upstream
 - Suppliers



Opportunity Recognition

Product vs. Service

- Product: something tangible that exists or is made, usually to be sold
- Service: Intangible work providing time, skills or expertise in exchange for money

Opportunity Recognition

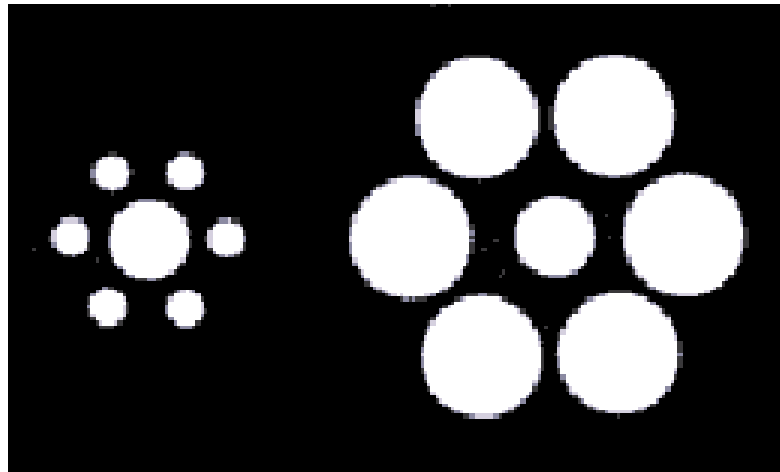
- **The Internal Entrepreneur**

- Turns hobbies, skills, interests into business opportunities

- Ex: **Ben Cohen & Jerry Greenfield,**
Ben & Jerry's Homemade, Inc.

- Ex: **Jasmine Jordan,**
Tools for Living Magazine

Is the left center circle bigger?



No, they're both the same size



Do you see the three faces?

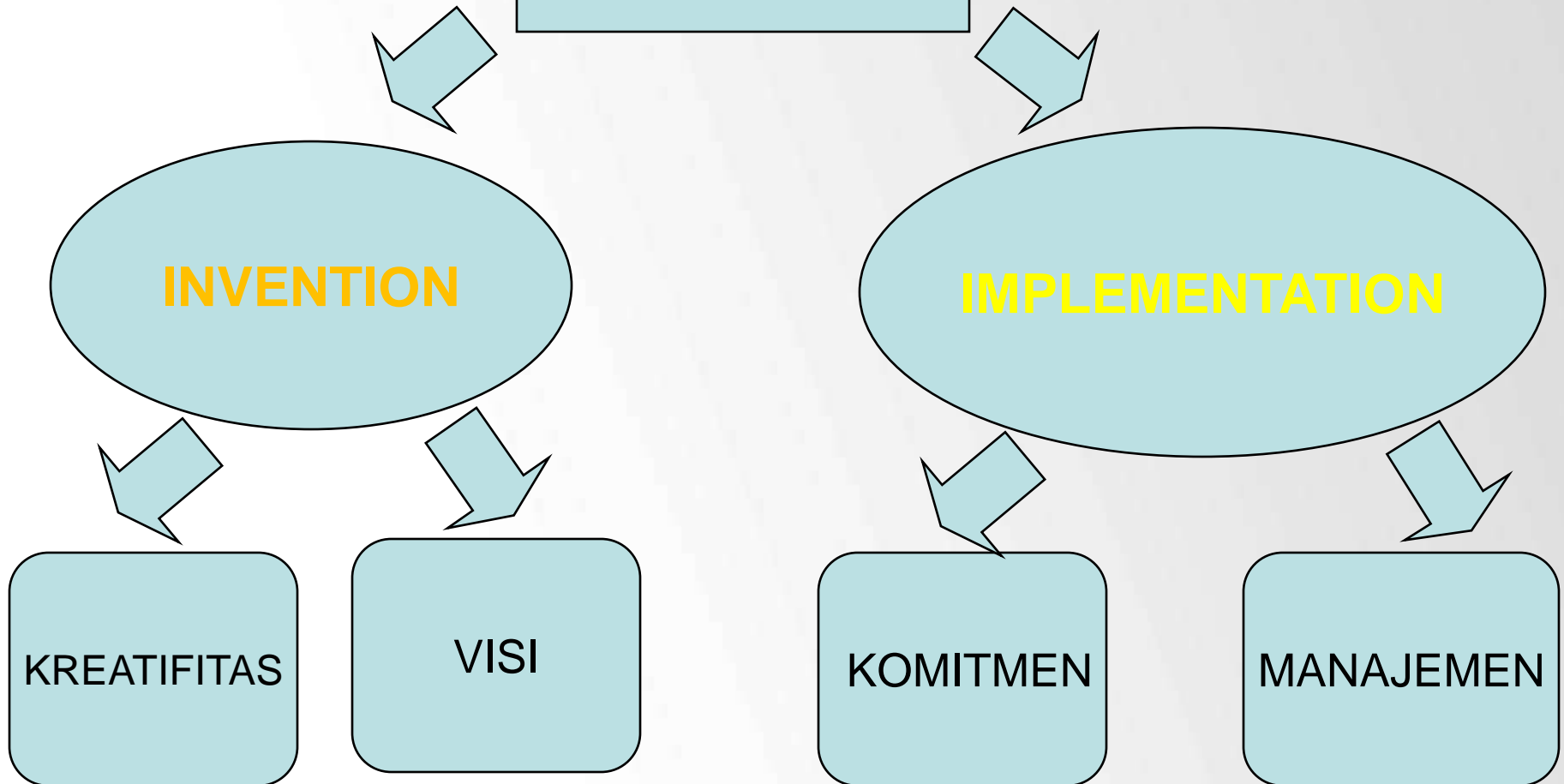
KREATIVITAS dan INOVASI

- Bisa datang **KAPAN** saja dan **DIMANA** saja serta dapat timbul dari dalam diri **SIAPA** saja, misal :
 - HOBBY/ Kegemaran
 - KEADAAN yang menyenangkan atau tidak menyenangkan
 - dsbnya

1. DON'T STOP YOUR CURIOSITY
2. Be DIFFERENT !!!
3. THINK OUT OF THE BOX !!!
4. Push To The Limit !!!
5. GAGAL – PANTANG
MENYERAH



INOVASI



- Kreativitas – *Generating new ideas*
- Visi – *Knowing where you want to get with it*
- Komitmen – *Mobilizing to get there*
- Manajemen – *Planning and working to get there*

Types of Innovation

- **Product vs Process Innovation**
 - *Product innovations* are embodied in the *outputs* of an organization – its goods or services.
 - *Process innovations* are innovations in the way an organization conducts its business, such as in techniques of producing or marketing goods or services.
 - *Product innovations* can enable *process innovations* and vice versa.
 - What is a *product innovation* for one organization might be a *process innovation* for another

• Radical vs Incremental Innovation

- The *radicalness* of an innovation is the *degree to which it is new and different* from previously existing products and processes.
- *Incremental innovations* may involve only a minor change from (or adjustment to) existing practices.
- The radicalness of an innovation is relative; it may change over time or with respect to different observers.
 - For example, digital photography is a more radical innovation for Kodak than for Sony.

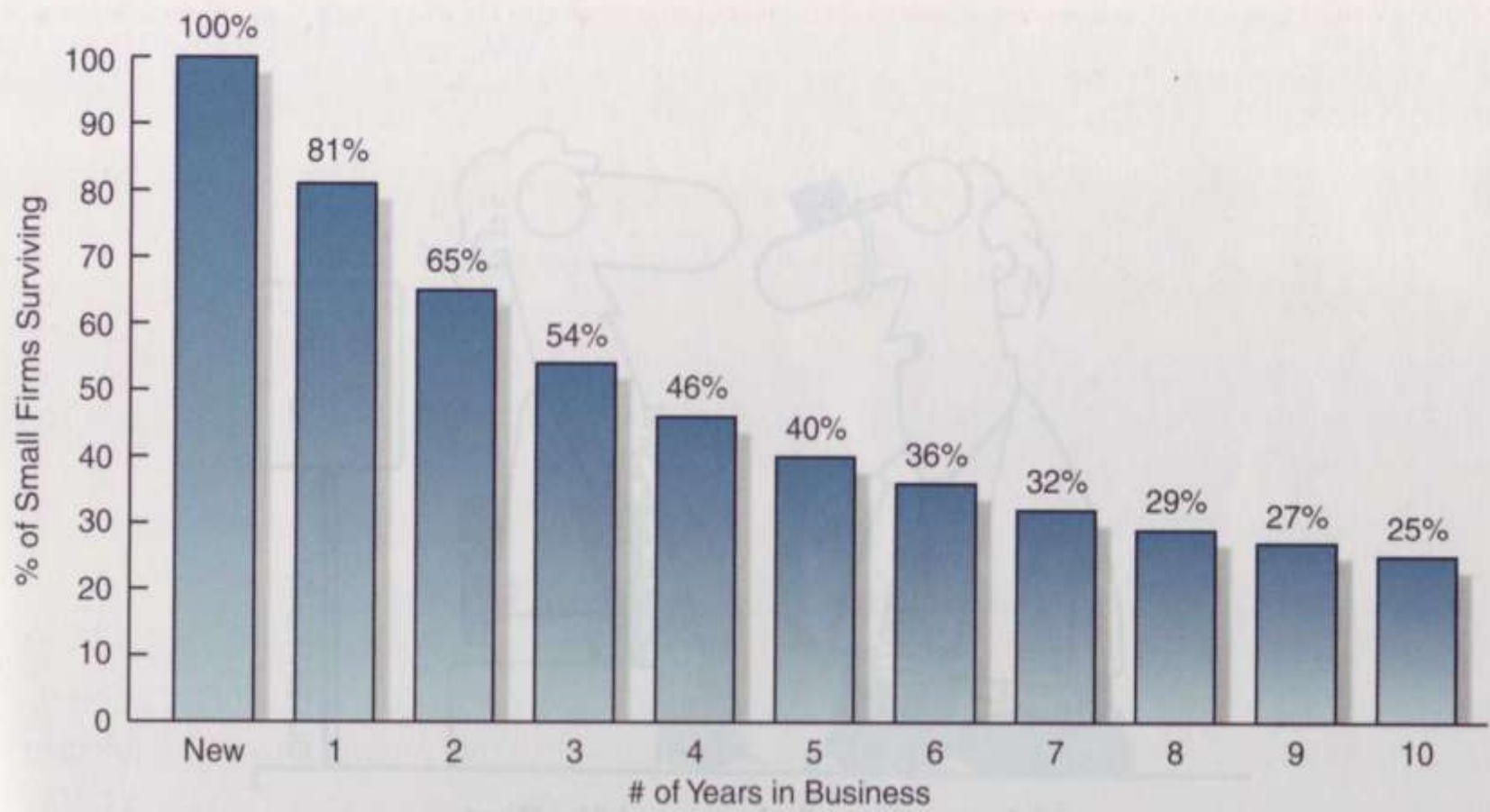
- **Competence-Enhancing vs. Competence-Destroying Innovation**
 - **Competence-enhancing** innovations build on the firm's existing knowledge base.
 - Creating opportunities to increase sales or market penetration
 - **Competence-destroying** innovations render a firm's existing competencies obsolete.
 - Eliminating an entire product line or type of technology
 - Would a firm ever want to destroy its own competence in an area?



- **Architectural vs Component Innovation**

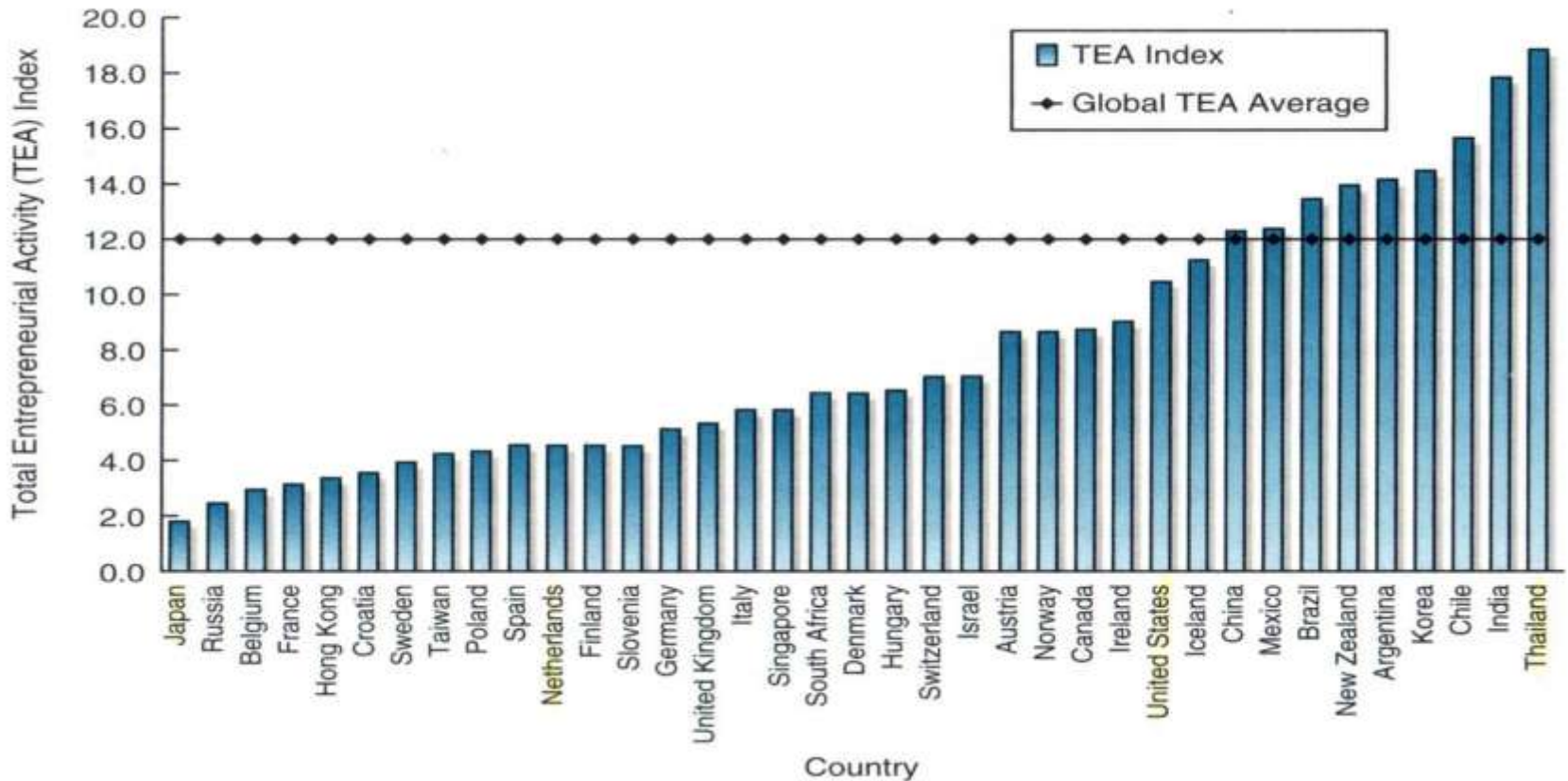
- A **component innovation** (or modular innovation) creates changes to one or more components of a product system without significantly affecting the overall design.
- An **architectural innovation** entails changing the overall design of the system or the way components interact.

Small Business Survival Rate



Global Entrepreneurial Activity

Persons per 100 Adults, 18-64 Years Old Engaged in Entrepreneurial Activity



*“Most people die at the age of
twenty-five but, they are not
buried until they are sixty”
(Benjamin franklin)*

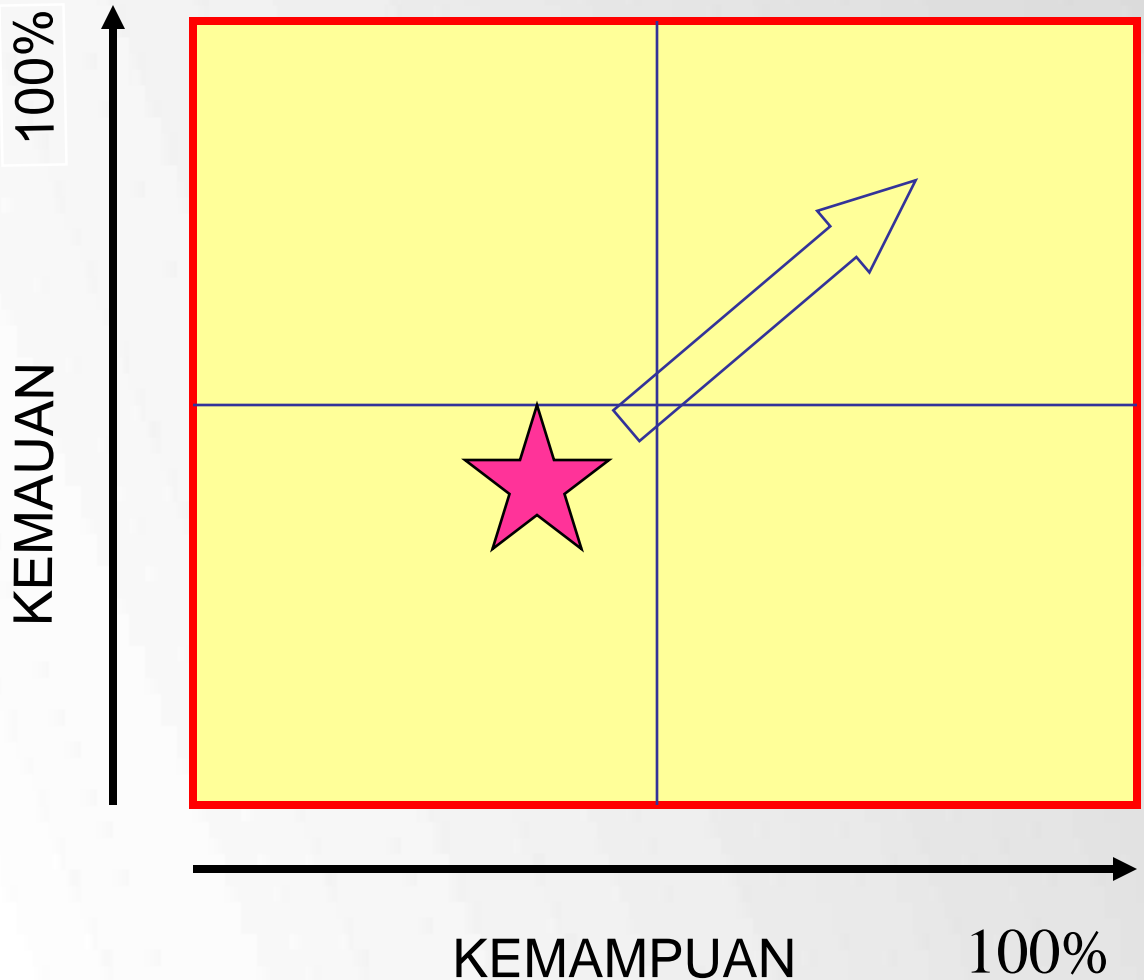
Kemauan & Kemampuan

KEMAUAN:

- PERCAYA DIRI
- MOTIVASI
- KONTINYU

KEMAMPUAN:

- PENGETAHUAN
- KETRAMPILAN
- SIKAP



PERCAYA DIRI

1. KONSEP DIRI (Self concept)

- FAKTOR PENGARUH: budaya, fisik, intelegensi, emosi, keberhasilan, penerimaan sosial, status, keluarga.
- CARA MENDAPATKAN : Intropeksi, umpan balik, positif thinking.

2. CITRA DIRI (Self Image):

- FAKTOR PENGARUH: Hub sosial, Hub dgn Tuhan, Penilaian thd dirinya sendiri.

3. HARGA DIRI (Self esteem)

- Pengalaman/belajar, proses sosialisasi.
- Lingkungan keluarga, dan sosial

FINDING A PRODUCT

- *Investigate Local Material and Other Resources*
- *Examine Import Substitution*
- *Study Local Skill*
- *Study Implications of new technology*
- *Use Industry Lists*
- *Attend Trade Shows*

7 BASIC IDEAS to START the business.

1. SOMETHING THAT YOU KNOW BETTER THAN OTHERS

- *You know how to cook better, start a restaurant.*
- *You know much better about specific subject, teach.*
- *You can paint better than Affandi, be an artist.*

2. YOUR FAMILY/FRIENDS HAVE THE SAME or SIMILAR BUSINESS:

Learning from someone you trust is an easy entry point to a business, introducing you to the supplier, to the way he does the business, etc. Here comes the benefit of networking. If he has the same business, you can start at different city, or you can make a joint venture.

3. THE SAME/SIMILAR BUSINESS AS YOUR EX-BOSS'.

This is how most of the computer companies start. This also work for any business with low barrier of entry, like opening shops, trading, small manufacturing, or services.

4. YOU SAW OTHER PEOPLE DO IT, but DO BETTER THAN THEM.

You can make better : copy the concept, add some twist, do it in different way or at different place/city.

Make saos better than -saos ABC-, or better agricultural machines, etc.

5. EXTREMELY CREATIVE NEW IDEA of your own (or someone else).
Originality is the art of hiding your sources ;). We sometimes have seen or think of special IDEAS that might work, but what counts is the REAL ACTION of implementing it. The higher the chance of success, the better results it will be if the idea become successful.

FED-EX (sending from all places in USA to Dallas and send back again at night), CNN (news only cable TV), POST-IT (those sticky yellow paper pads), are some samples of this category.

6. YOU ALREADY HAVE THE CAPTIVE MARKET, OR SPECIFIC FACILITY
CCN (=KKN, Collusion, Corruption and Nepotism) anyone??.

7. The HOLYGRAIL of PARTNERSHIP and the cult of MONEY!

We can do some partnership with friends or -Angels- or -VC-. Or we can also Franchise a business, or even buy out a business.

Other Creative Thinking Techniques

- Use “What if” Questions
- Play with the idea
- Challenge the rules associated with the problem
- Be a magician
- Be a child
- Be ambiguous...and look for the possibilities (geeh...that pen is a pen, but it could be a pointer, a digging implement or even a weapon or projectile)
- Go “hunting” for ideas from other fields...ideas that could be creatively applied to your field of interest. (Like Guttenberg who used the coin punch and wine press ideas to invent the printing press.)

PERSENTASE KEBERHASILAN UKM YG TUMBUH DARI SUMBER IDE



Source: Data developed and provided by the National Federation of Independent Business Foundation and sponsored by American Express Travel Related Services Company, Inc.

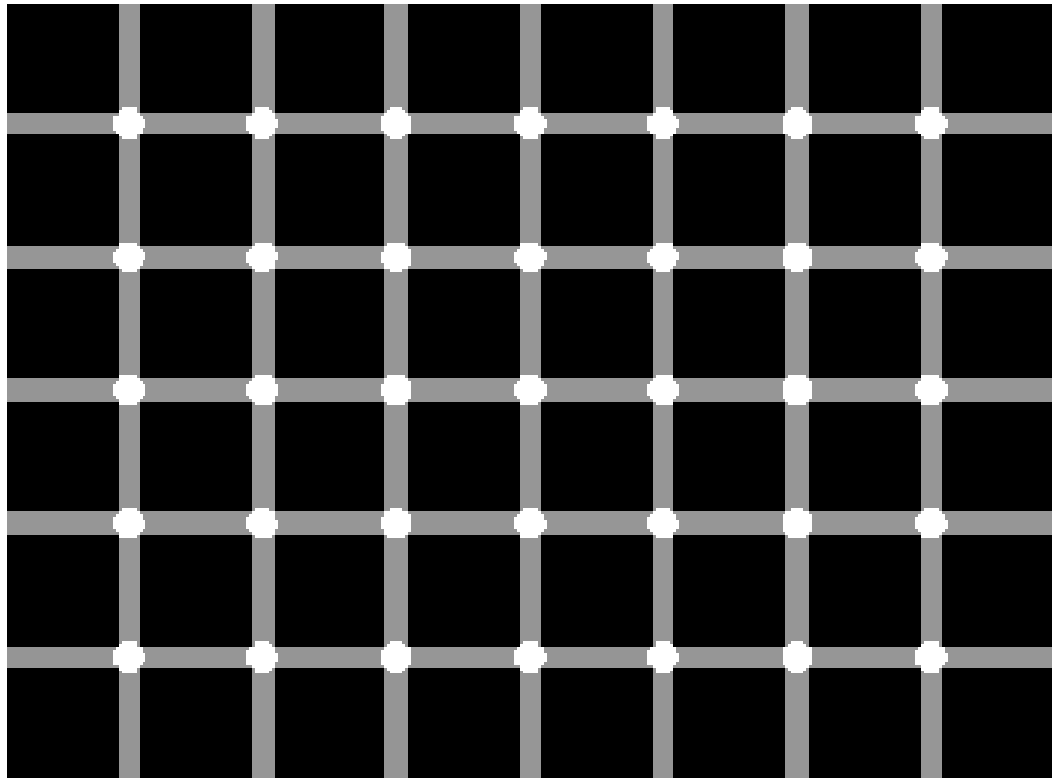
Mental Locks/Barriers to Creativity

1. Focus on the right answer
2. That's not logical
3. Follow the rules
4. Be practical
5. Avoid ambiguity
6. To err is wrong
7. Play is frivolous
8. That's not my area
9. Don't be foolish
10. I'm not creative





- **T/F.** The smarter you are, the more creative you are.
- **T/F.** The greater the risk taker you are, the more creative you are.
- **T/F.** The more 'individual' you are, the more creative you are; i.e., Creativity is a solitary act.
- **T/F.** Creativity is an 'art' not a 'science'; i.e., you can't manage creativity.



Count the black dots! :o)



Do you see the face? Or an Eskimo?



Do you see a musician or a girl's face?

Quotation

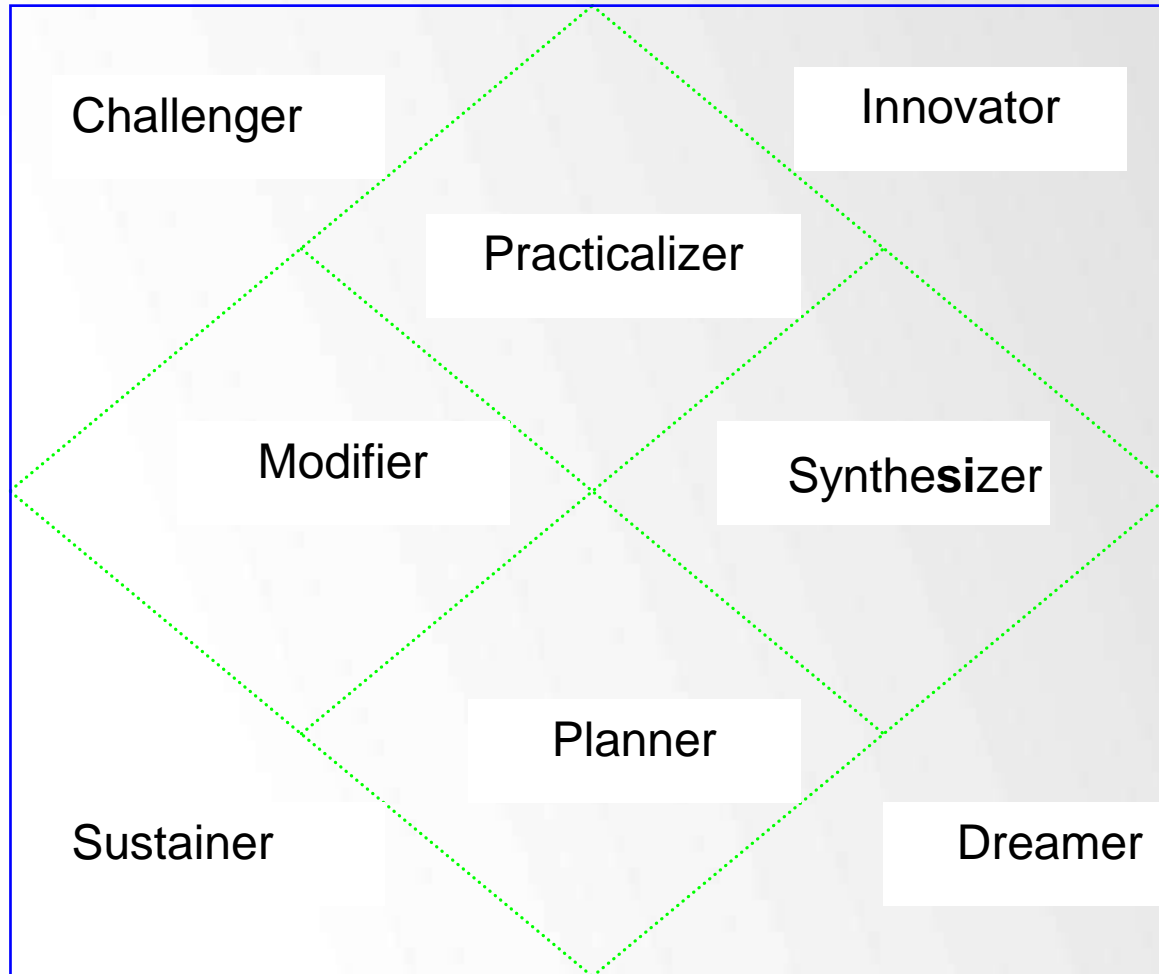
“Kreatifitas terdiri dari 1 persen inspirasi dan 99 persen kerja keras.”

- Thomas Alfa Edison

Creatrix®



Risk-taking



Creativity

***“In the middle of difficulty
lies opportunity”***

Einstein

Entrepreneur Wisdom Says...

**You can't have a dream
come true until....
you have a dream!**



Sekian
dan
Terimakasih