



# The Business Creativity and Innovation FRAMEWORK

*Imagine what it would be like if your organisation  
was the most innovative in its field*

applied **inn**ovation  
centre

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# Foreword

The aim of this document is to give you a better understanding of the elements that need to be addressed in the journey towards a more innovative organisation.



**This framework consists of three parts**

## PART A

General information on creativity and innovation.

## PART B

Self-assessment Checklist for Creativity and Innovation. This is a quick ready reckoner that will give you an overview of where your organisation is in relation to a best practice innovative organisation.

## PART C

A guide to the Business Creativity and Innovation Framework including the process and elements that need to be addressed in the journey towards a more innovative organisation.

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## How to use the Framework

This Framework can be used by small and large businesses and organisations. While it is possible to use this Framework to deal with specific business issues, creativity and innovation are much more effective if they are employed and supported throughout the entire organisation.

Small businesses can use the Framework to encourage open discussion and idea generation or to deal with issues within an environment in which employees feel safe from criticism when new ideas are proposed. The more frequently this process is used, the sooner staff will become familiar with the process and the sooner it will be adopted as a normal part of the business organisation.

Medium-sized and large businesses can use the Framework to drive organisation-wide change management programs with innovation as a focus. It is possible to use this process for specific programs or to establish a culture of creativity and innovation. However, with all programs in business and within organisations, senior management support and active endorsement is the key factor that leads to successful implementation. Therefore, it is important to ensure that the

development of any innovation program is linked to the organisation's strategic goals and is able to be monitored through a system of metrics and reporting.

The Framework can and should be used with other programs. The nature of the Framework is that it is a generic process that leads to creativity and innovation in businesses and organisations. This Framework can be applied to develop ideas for new products and services, but is also applicable to any area of an organisation for which improvement or change is planned. For example, the Framework can be used to generate new business models, business processes, ideas for cost-efficiencies, or recruitment and retention programs. The Framework can even be used to generate ideas about areas in which the business or organisation should develop new processes, products or services.

The Framework can be used as an audit tool to assist businesses and organisations map their progress towards developing creative and innovative workplaces. The Framework can also be used in businesses and

organisations that already have a creative and innovative culture, but have not yet developed or documented formal processes and procedures.

Ideally, businesses and organisations that are planning an organisational-wide change in culture are recommended to study carefully all components of the Framework before allocating resources and initiating planning processes. Discussions with experienced consultants prior to implementation may be helpful.

*...use the Framework to drive organisation-wide change management programs with innovation as a focus.*