

DiGiPort

Spotting opportunities



Фондация на бизнеса за образованието
Business Foundation for Education



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**CITIZENS
IN POWER**



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Introduction



To be a successful entrepreneur you need to be able to recognize an opportunity when you see one, or to create one, when nobody sees it. For this you need to explore and understand the problems around and to find gaps, that need to be answered to.

To come up with innovative solutions you need to train your mindset on what you can make better, what is the potential for advancement, achievement, and rewards. This is so called promotion focus that can be expanded by your ability to be creative and to understand environment.

This module aims at helping you to understand better how to use your creativity to generate solutions that create value towards specific needs of people, society, and environment – locally or globally.



Learning outcomes



Understand and be able to boost your imagination by using specific techniques.

Understand how to train creativity!



Learning different tools and methods for defining problems, generating ideas, creating value towards specific needs of people, society, and environment – locally or globally.



Learning outcomes



Understanding the importance of networking with others, create and maintain professional contacts.

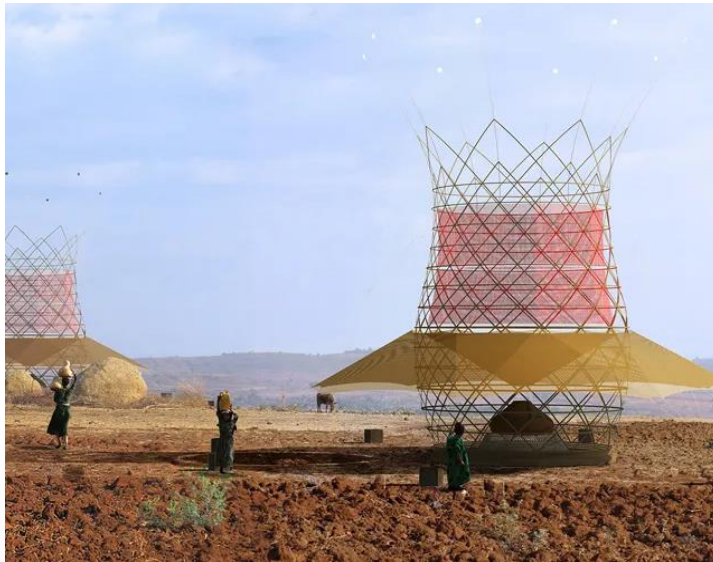


Some examples and good practices of successful application, that might inspire you to develop further skills and mindset of entrepreneur!





Inspiring creative solutions



The **Warka Water tower** produces water by **harvesting rain**, fog and dew from the air. It was inspired by the nature itself – the spider net, the cactus thorns, the structure of the frog skin ... and the ancient experience of people before (air wells).

Have you ever wondered how some people and organisations manage to be so innovative and creative?

And what does it take to succeed in a world already full of all kind of inventions?

As for example, have you ever imagined that **rain and moisture can be harvested**? And turned into a sustainable water solution for deserted and poor areas? Some people did! The question is how to develop and train our **CREATIVITY and ENTREPRENEURIAL SPIRIT** to be able to have better contribution to live.

This module is dedicated to techniques that help people to train and develop their creative thinking. We don't guarantee you amazing discoveries, but for sure you will see the world differently, and will be able to act differently.



The Skills and Knowledge make difference

In October 2020, the World Economic Forum came up with a summary of the 10th most important skills of the near future, that people need to be adequate, resilient, and successful to the changes and challenges of the modern world.

They are not necessarily related directly to entrepreneurial skills, but rather general and must have in the near future.

The skills form 4 big groups:

- **Problem-solving:**
 - Analytical thinking and innovation
 - Complex problem solving
 - Critical thinking
 - Creativity, originality, and initiative
 - Reasoning and ideation.
- **Self-management:**
 - Active learning and Learning strategies
 - Resilience, stress tolerance, and flexibility.
- **Working with people:**
 - Leadership
 - Social influence
 - Networking.
- **Technology use & development:**
 - Technology use, monitoring, and control
 - Technology design and programming.



The Skills of Tomorrow

In this module we will focus on part of them:

- Creativity and originality
- Ideation
- Networking and social influence,

that are directly connected to your ability to identify problems, to spot solutions, to be creative, and to work with others for better results.

Prior boosting the creativity, we encourage you to resume some facts about YOU (from the Module Self-awareness & Self-efficacy):

- What is your domains of mastery?
- What is your passion that inspires, motivates, and moves you forward?
- Your style of doing things?



About ENVIRONMENT

- Define some local problems in the area you live in – social, environmental, educational, political, cultural, using some official data.
- Which one is the most significant for you and why?

About PEOPLE AROUND YOU

- Define your social and professional network!
- Find people you know with interesting or unique professions / experience.

TOOL KIT

- We will add some tools and methods to help you to train and develop your ability to spot different opportunities and to find solutions to them by using your talents, skills, creativity, and ideas!

Entrepreneurial Creativity



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If you wonder how to contribute to the world and society with your skills, knowledge, and energy, you can find your unique way of doing it!

How? By boosting and training your creativity!

The combination of **SKILLS** along with **CREATIVITY** is one of the key factor for having new ideas and spotting new opportunities to create value in the world around.

Let's call it **ENTREPRENEURIAL CREATIVITY** and check what are the factors that can boost it and develop it.

SO WHAT IS CREATIVITY IN GENERAL?

- one of the most unique of human ability!
- the possibility to make or bring into existence something new – solution, method, device, an artistic object or form – by combining thoughts and knowledge!
- a pattern of thinking!
- is not fixed or constant!
- can be measured and **developed!**



Entrepreneurial Creativity



Creativity includes:

- Divergent thinking (a traditional measure of creativity)!
- Ideation!
- Innovation!
- Imagination!
- Spotting opportunities!
- Usage of ideas and tools in unusual ways!
- Understanding people and their needs!
- Spotting problems that need solutions!

Creativity is boosted by:

- Personal factors and motivation!
- **Mental & physical health!**
- **Neuro plasticity** of the brain (or how trained your brain is to use all its centres simultaneously)!
- Mastery of a particular domain!
- Autonomy and nonconformism!
- Curiosity, problem seeking, and ability to pose unique questions!
- Interacting with other people!
- External factors of the environment!

Do you know...

... that the concept of creativity as we understand it today wasn't popular until midway through the last century?

And creativity was deemed to "discoveries only."

One of the fullest theory of creativity was offered by Teresa Amabile, a Professor at Harvard Business School, in 1983.



Watch a short video about the Theory of Creativity of T. Amabile (12 min)



Tips for Boosting Your Creativity

As with most skills, you can develop your creativity. You can think of it as a muscle.

The creativity is a function of all that we just mentioned. It is not a status quo!

And you can't force it, but you can "prepare the ground" and keep yourself tuned by training regularly and taking care of your:

- **mindset** – the positive attitude helps your brain and body to blossom
- **motivation** (and discipline) to develop and learn new things
- **neuro plasticity** of your brain
- overall **mental and health status!**



Keep the Ground Fertile

Do you know that ...

The neuro plasticity (agility) of your brain define how you think, how you learn, who you are, how you work, your effectiveness, and overall happiness and satisfaction of life.

Amazingly, **you can train your brain** to stay agile and to use the most of its potential.

Here are some tips and exercises you can do to keep the health of your brain and to boost your creativity:

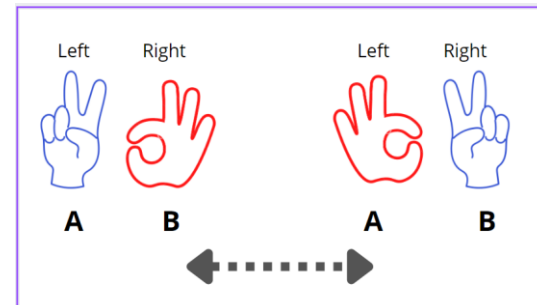
1. Move regularly (not once per day).
2. Learn some breathing techniques to calm down the frequency of your brain.
3. Have a rhythm of living with enough sleeping and resting time.
4. Use your both hands simultaneously to draw or write.

5. Do cross-lateral exercises to teach your brain to use both hemispheres at the same time:

LET'S PRACTICE ... CROSS-LATERAL EXERCISE:

Instructions:

- You will use your both hands to do the exercise.
- To start, take the following positions – A for your left hand, and B for your right hand!
- Then switch the positions simultaneously! With both hands! Repeat and master it! You will need some time to teach your brain to do it smoothly!



Keep the Ground Fertile

6. Ask questions about the meaning of things, **NEEDS OF PEOPLE & HOW THEY THINK.**
7. Read, listen, watch materials that might inspire you!
8. **TAKE RISKS** everyday & allow yourself to **MAKE MISTAKES** (call it experiment).
9. Find different ways to do everyday routines.
10. Walk and rest.
11. **MAKE CREATIVITY YOUR HABIT AND ROUTINE!**
13. Take notes and write down your ideas.
14. Explore the limits of the situation, ask tricky questions, play devil's advocate, and generate new ideas.
15. **HAVE FUN!**



The Process of Finding a Solution



Good Practices:

Few years ago, in Lisbon, Portugal, the local migration services faced the problem to find work for a group of women migrants from Africa. What did they do?

- They contacted the local businesses to check the possibilities and to **brainstorm ideas**. One of factories offered huge amount of **towel fabric** (opportunity).
- Then the Services invited the local IADE University students in design to offer creative ideas.
- Their professors set a frame of the task – the product must involve the traditional African crafts and to be with multiple purposes.
- The students were split into teams and every team offered different solutions.

- The winning team spent few days ideating (**brain writing**).
- They knew that the produce should be with a real **market value**, so they analysed the **local business** and traditions. Of course, they chose the surfing! There were enough tourists and locals that were practicing this sport.
- The problem they defined was the low temperature of the ocean water, and the lack of proper overall for after or before surf sessions (**Wishing**).



The Result

- The result – long PONCHO for before or after surfing!
- And a towel, if you need to lay on the sand.
- And a purse, to carry it gracefully!
- Embroidered with African motives.
- All in one poncho!



For take away:

- It is not necessary to aim at the moon! To create unseen solutions every time is not possible.
- Yet you can provoke and use your creativity to find a unique, market friendly, and in a certain framework solution regarding the identified needs.
- It takes knowledge, vision, organization, networking, and a lot of PEOPLE with different experience, mind set, skills, hobbies, values, to create something!

Creativity is not a lonely miracle!



Some Creativity Boosting Tools behind the Poncho

There are many methods for boosting creativity and finding new solutions. But some of them are just more interesting and productive!

The **SCAMPER METHOD** - It's useful for generating ideas for new products and services by encouraging you to think about how you could improve existing ones.

S – Substitute: replace one part with another that works better.

C – Combine: Put different components together to improve.

A – Adapt: Update the product to new preferences.

M – Modify: Change the appearance and presentation.

P – Purpose: Use the product for a purpose that wasn't intended.

E – Eliminate: Eliminate the useless parts that are not valued.

R – Reverse: Deconstruct or rethink some of the main pillars.

How to use it: find some ideas and example in the following article >> [Scamper as a Design Thinking Tool](#)

Useful Tip:

For better results use SCAMPER alongside other creative brainstorming and lateral thinking techniques such as:

- Brainwriting
- Wishing
- Random Input
- Provocation
- Reversal
- and Metaphorical Thinking
- Attribute Listing...

Read more in the article [Best Creativity Tools](#).

Let's Practice

Let's start with an exercise for warming up with the **brainwriting** technique first, as it is often part of many group or individual processes for generating great number of ideas. It can be used on every step of the SCAMPER method.

- The **BRAINWRITING** technique is funny and productive!
- It is easy and challenges all your ability for a short time!
- It provokes both your imagination and competitive spirit.
- It can be practiced in groups or individually.
- If practice in groups – people can exchange ideas and upgrade them.

THE EXERCISE

- Set your timer for 10 minutes and try to write down 100 different application of the towel fabric! Alternative idea – old jeans!
- Don't think of how smart or realistic they are!
- Your goal is to exercise your brain to produce results!



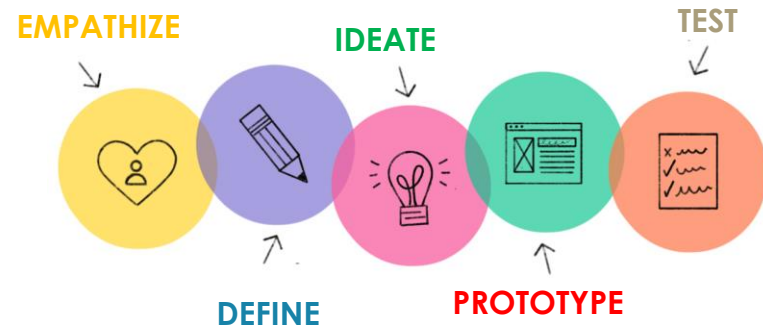
- Share the results, make conclusions and continue to learn and practice the other creativity boosting techniques!
- You can browse for more ideas in internet!

More Tools and Techniques

DESIGN THINKING for identifying needs and challenges that need to be met!

- The method is one of the most powerful and effective in **defining solutions** that addresses specific **needs or problems** of a particular group of people (not vice versa as many people do).
- It **reshapes the experiences** of the innovators themselves.
- It helps the creative teams to **set aside their own views** and to recognize customers' needs.
- It help teams build on their **diverse ideas**, not just negotiate compromises when differences arise.
- The experiment part **reduce** all stakeholders' **fear** of change or failure.
- Its clear structure makes people more **comfortable trying new things**, and processes increase collaboration.
- It is known as **social technology**, as it combines practical tools and human insights.

The 5 Stages of Design Thinking

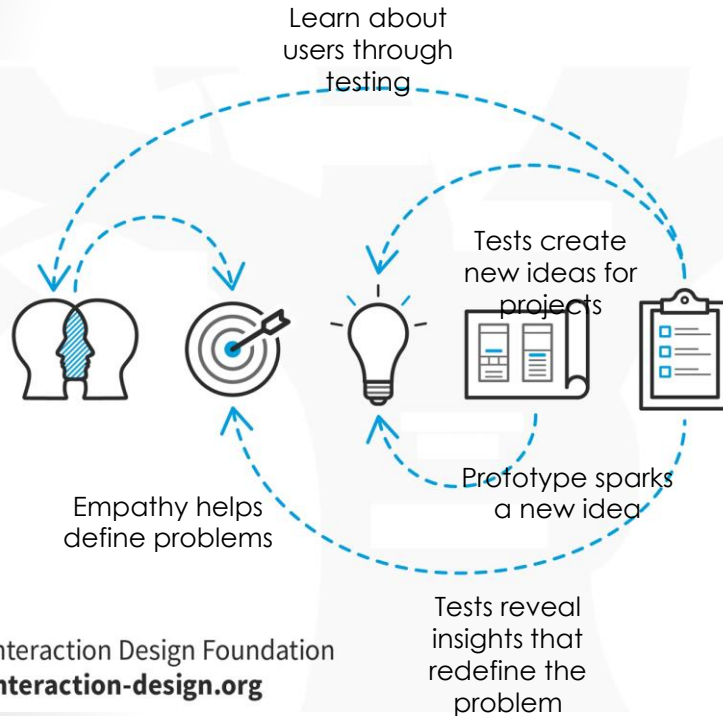


<https://medium.com/swlh/how-to-use-design-thinking-in-the-ux-design-process-e33c4f11a6be>



How It Works

Design Thinking – A Non-Linear Process



As our goal is to support you in the process of identifying needs and problems that need solutions, first you need to **choose a target group**.

Then you need a team, but you always can try it yourself as well.

Then you need to pass by the 5 stages of the design thinking process.

As you see on the infographic, each stage can support all the others.

How It Works

Design Thinking – A Non-Linear Process



Examples and Good Practices

An inspiring example of applying the design thinking method:

Participants: A group of social workers and career consultants.

The problem they were facing: LOW EFFICIENCY of their methods and tools for working with young unemployed and low qualified people. This demotivates the social workers and they lack the feeling of adding any meaning by their job.

Application of DT: By using the design thinking method, they define totally new problem that the young unemployed had – they lacked any sense of reality of the labour market, of the economics and finances behind every job, the skills, abilities, qualifications they would need to do even the simplest job and so on.

The result: Brand new educational interactive program for the target group of young unemployed, in which the reality of labour to be presented.

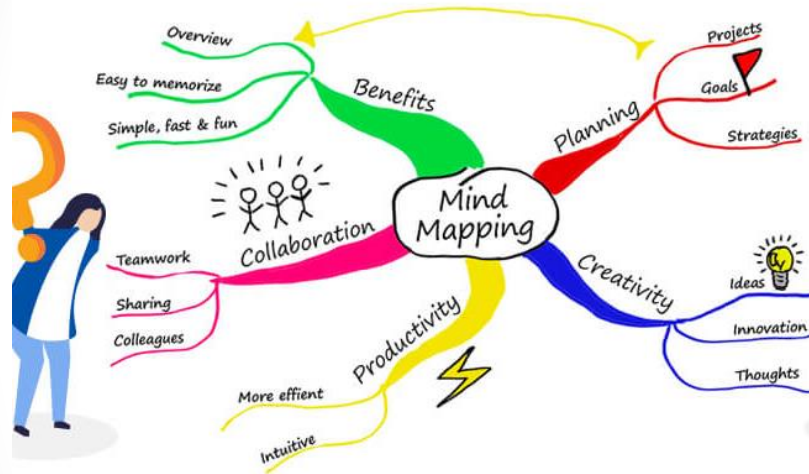


Good Practices

- You can use the DT method alone or in a group.
- You can apply it for all kind of people or problems – social, cultural, economical, ecological, etc.
- You can redefine your own activities and how you contribute to the society, based on this method.
- You can practice it for small problems (the agenda of our next team event) or for big local or global problems.
- You can use it as a tool in consulting people to help them redefine their goals and to find proper steps towards them.
- You can use the DT in school with students or in the university courses.



More Tools and Techniques



www.mindmapping.com/mind-map

MIND MAPPING

- The mind map is a way to organize ideas in a visual way. This helps the brain to see the bigger picture and the connections between the elements of the map – ideas, participants, responsibilities, and the timeline.
- A 2002 study found that mind mapping improved the long-term memory of factual information in medical students by 10%, while another from the Mind Mapping Software Blog found that mind mapping can boost productivity by up to 23% (www.wrike.com).
- To make a mind map you need paper and something for writing (colourful) OR a software (there are plenty of them for free use!)



More Tools and Techniques

THE LOGIC OF THE MIND MAP – HOW TO MAKE IT

1. Choose the **MAIN TOPIC** and place it in the middle of the drawing.
2. Come up with 3 to 5+ **MAIN IDEAS**, and space them in a circular formation around the main topic. Think to rearrange them properly.
3. Draw a line from the main topic to each main idea.
4. Add images and colours (they improve memory retention).
5. Brainstorm supporting details such as ideas, tasks, and questions for each main idea, people, actions, resources, problems, possibilities, etc. Write them down. Use keywords only.
6. Draw lines connecting each main idea to its supporting details.

If you are interested in the Mind Map Theory you can check the article [What is a Mind Map?](#)

LET'S PRACTICE

1. The main topic is **YOU!**
2. Draw a mind map of your skills, knowledge, experience, hobbies, passions, interests, etc.
3. Add images and colours!
4. Use the **Brainstorming** or **Brainwriting** technique to collect the supporting details – all the different areas that they can be applied and can be useful!
5. Add connection between them, if any!
6. Add people that share the same skills or interest like yours. If you know more details about these people, add them too!
7. Now you also have your **NETWORKING** area of people you know.





Good Practices:

- You can use the mind map tool for literally every process that requires complicated organizations and combining different elements.
- You can use it as a consulting tool and for working with people, that need to find a way to achieve specific targets.
- You can use it in your projects as a visualisation of the planning process.
- It is perfect for presenting ideas in front of other people.
- The MM is good for summarizing information.
- For taking notes during a meeting.
- Consolidating information from different sources.
- Thinking through complex problems.
- Studying and memorizing information.

Free online resources for creating mind maps:

- www.mindmup.com
- www.canva.com
- miro.com
- bubbl.us
- coggle.it



Networking



<https://www.stl.tech/blog/digital-networks-the-neural-network-of-the-digital-age/>

Being creative and full of ideas is NOT ENOUGH.

You need people to make impact and have results!

It is crucial to have own professional connections and to be able to take mutual advantage of them. This is so called **NETWORKING**.

Do you consider yourself a person with a well-developed professional network?

If not, here are few reasons to start networking in an organized and professional way today:

- Meeting new people with different background, knowledge, and experience, and establishing new valuable connections in different areas will help you to exchange ideas, facts, problems, attitudes, opinions, projects, needs, etc.!
- This will help you to stay updated to social, cultural and economic landscape.



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Digital + Traditional Networking



- And to find and seize opportunities to bring value and to contribute to solving problems or meeting certain needs.
- As the world goes digital, more and more activities are placed in internet, especially in the social media.
- There is no point to decline reality and to stay “Old School” not using the digital online solutions for networking.
- This doesn’t mean to stop meeting people! Just the opposite – to meet people and to communicate, to exchange and interact with them is more important than ever.
- The digital networking just make the things more organised, smooth, and rich in additional opportunities.



Types of Digital Networking Platforms

There are different types of digital networking platforms that you can explore and use:

- **Social networking sites** like Facebook, Instagram, Pinterest!
- **Job networking sites** like LinkedIn and Glassdoor!
- **Social-news communities** like Digg, StumbleUpon or Reddit.
- **Video and podcast sharing sites** like YouTube and Vimeo!



Good Practices

- You can have **your own brand** – professional or business. You can develop it in time and upload useful content!
- You can **follow interesting people** that you are interested in, and can **communicate on professional topics**, even if you don't know each other!
- You can **take part in online events, forums, webinars, trainings, presentations**, etc.
- You can inspire others or be inspired by them.



Let's try!

EXERCISE:

1. You can try LinkedIn as one of the first professional platforms created. It is popular and relatively easy for use.
2. Create a profile and upload your picture, professional resume, area of competences, problems and subjects that you are interested in.
3. Then try do find some friends and colleagues in there. You will be amused how many people have profiles now-a-days.
4. If you already have a profile, check if it needs updates and post them.
5. Try to find events, content, groups of interests, that might be of some meaning for you.
6. You can follow some companies and brands, that might support some of your future projects.
7. Explore all the menu and options that the platform gives you.
8. If it is very complicated, you can watch a video with some ideas where to start from.



Video for
beginners:

[How To Get
STARTED On
LinkedIn](#)



Video for
advanced
users:

[How To Use
LinkedIn To
Market Your
Business](#)



Module Overview

- You have just past the Module *Spotting opportunities*, part of the DigiPort Development program.
- As one last tool in this module we offer you the **SUMMARIZATION** of processes that involve a lot of different activities, people, organization, goals, problems, etc. Also after learning programs, modules, webinars, events.
- Learning from your own journey is one of the most powerful tools in your development.
- Reflecting upon yourself, events, people, will give you additional confidence and inspiration in your job and live. And many more ideas!
- Don't forget that creativity sometimes is connected with using others' ideas. Be sure to respect the copyrights, licences, and good practices in the field!



Do you know that ...



Creative people tend to work in two different ways: either as **FINDERS** or as **MAKERS** (Owen, 2007).

- **FINDERS** demonstrate their creativity through discovery. They are driven to understand and to find explanations for phenomena not well understood.
- **MAKERS** are equally creative, but they are driven to synthesize what they know in new constructions, arrangements, patterns, compositions, and concepts.



Quizzes



1. The skills of tomorrow, according the WCF, include 4 major areas of skills – problem solving, self-management, working with people, technology and development:

- a. **True**
- b. False

2. Creativity, originality, ideation, networking and social influence are part of:

- a. Self-management
- b. Working with people
- c. **Problem solving**
- d. Technology and development

3. Spotting new opportunities depends on:

- a. Mastery of a particular domain & personal motivation.
- b. Networking with other professionals
- c. **Both**

4. The Design Thinking method is about:

- a. Defining possible problems and needs of a group of people and offering specific solutions to these problems
- b. Assessment of new products/solutions
- c. **Both**
- d. None of the above

5. Mind mapping techniques is useful for illustration of projects, ideas, processes, plans, etc.:

- a. **True**
- b. False



References

- [The top 10 job skills of tomorrow – and how long it takes to learn them](#)
- [Applying the neuroscience of creativity to creativity training](#)
- [Individual qualities of creative persons](#)
- [Creativity Tools](#)
- [How to Be More Creative](#)
- [Golden Circle model: Simon Sinek’s theory of value proposition, start with why](#)
- [An Overview of the Componential Theory of Creativity \(Amabile\)](#)
- [SCAMPER - Improving Products and Services](#)
- [Scamper as a Design Thinking Tool](#)
- [Best Creativity Tools](#)
- [How To Get STARTED On LinkedIn in 2022](#)
- [How To Use LinkedIn To Market Your Business](#)
- [What is Design Thinking?](#)

For Further Reading:

- [What is creativity? The ultimate guide to understanding today’s most important ability](#)
- [Creativity](#)
- [What is Creativity? And why is it crucial for business success?](#)
- [Applying the neuroscience of creativity to creativity training](#)
- [What Is Design Thinking and Why Is It Important?](#)

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