

## **Creative Teamwork (Creative Collaboration) ...**

### **Synergies ...**

To gain synergies through the iterative and generative integration of disciplinary knowledge, skills and capabilities.

To acquire, create, accumulate, share and exploit the individual and collective knowledge, skills, imagination and culture of people both within and available to an organisation.

### **Creativity & Innovation ...**

Since innovation is essentially about the successful implementation and adoption of novel i.e., new, better or different insights and ideas, the role and purpose of creative teamwork is to enhance innovation processes and business (entrepreneurial) practices by ...

- Creatively challenging conventional practices and assumptions

- Framing and reframing insights and ideas

- Connecting and combining insights and ideas in new ways

- Giving shape and form to these insights and ideas

### **Strategic Foresight ...**

To actively participate in the process of creating and shaping business or organisational strategy.

- To amplify and incite signals (drivers, forces) of change

- To conceptualise and embody information in innovative and appropriate forms.

- To envisioning and embodying possibility, as well as determining probability.

To identify and profitably satisfy existing and emerging consumer/user needs and preferences in a competitive environment.

To optimise differentiation according to strategic objectives.

### **Generative Learning ...**

To generatively learn how to take your 'hypothesis' and turn it into an experiment, because innovation necessitates experimentation.

To create, prototype and test:

What people desire

What is technically or organisationally feasible

What is business viable

### **Money ...**

To maximise return on investment, whilst minimising or optimising risk.

To assure that your incomings (revenue), exceed your outgoings (costs)

To be both effective (meaning) and efficient (money).

To design economically, ethically and ecologically responsible and responsive products, services and systems.