


Relationship Between Creativity, Innovation, and Change

There is a relationship between creativity, innovation, and change.

In defining innovation, Von Stamm (2008) notes that while it is generally agreed upon that innovation is identified as being made up of two components, creativity and implementation, a parallel definition “innovation = creativity + commercialism” further implies a tangible profit from innovation.

Holbeche (2006) acknowledges there is now an effort to put a ‘book value’ on ‘human capital.’ Successful innovation, usually birthed from a necessity to change, finds new and creative ways to improve how things are done, gains strategic advantage and then repeats the process continually to retain advantage (Tidd and Bessant, 2006).



Tidd and Bessant (2005:43) conclude that,
“... under current competitive conditions in many sectors protectable advantage comes increasingly from knowledge because what firms know and have are hard to copy and requires others to go through a similar learning process.”

Creativity is thinking differently and it is the inspired and essential part of innovation (Von Stamm 2008). Rickards' (1999) study and analysis into theory of creativity proposes that although there is not a single universally accepted definition of creativity, commonly understood themes point to creativity as being something special that is the initiator of super achievements. Rickard points out that, as opposed to conventional views of logical-thinking and problem-solving, creativity is seen to mysteriously and magically leap beyond rationality. Rickard notes that humanistic and cognitive psychologists who view creativity as something that is universal agree that there is a special quality to creative personal inspiration that is visible in great achievements. Continued research into the subject describes creative people as valuable assets to an organization, and suggests that successful leaders in today's global economy need to pay more attention to the 'soft' criteria of the human side of innovation and allow freedom within their organizations for curiosity, risk-taking and creative exploration with fewer obstacles (Csikszentmihalyi, 1996).

