

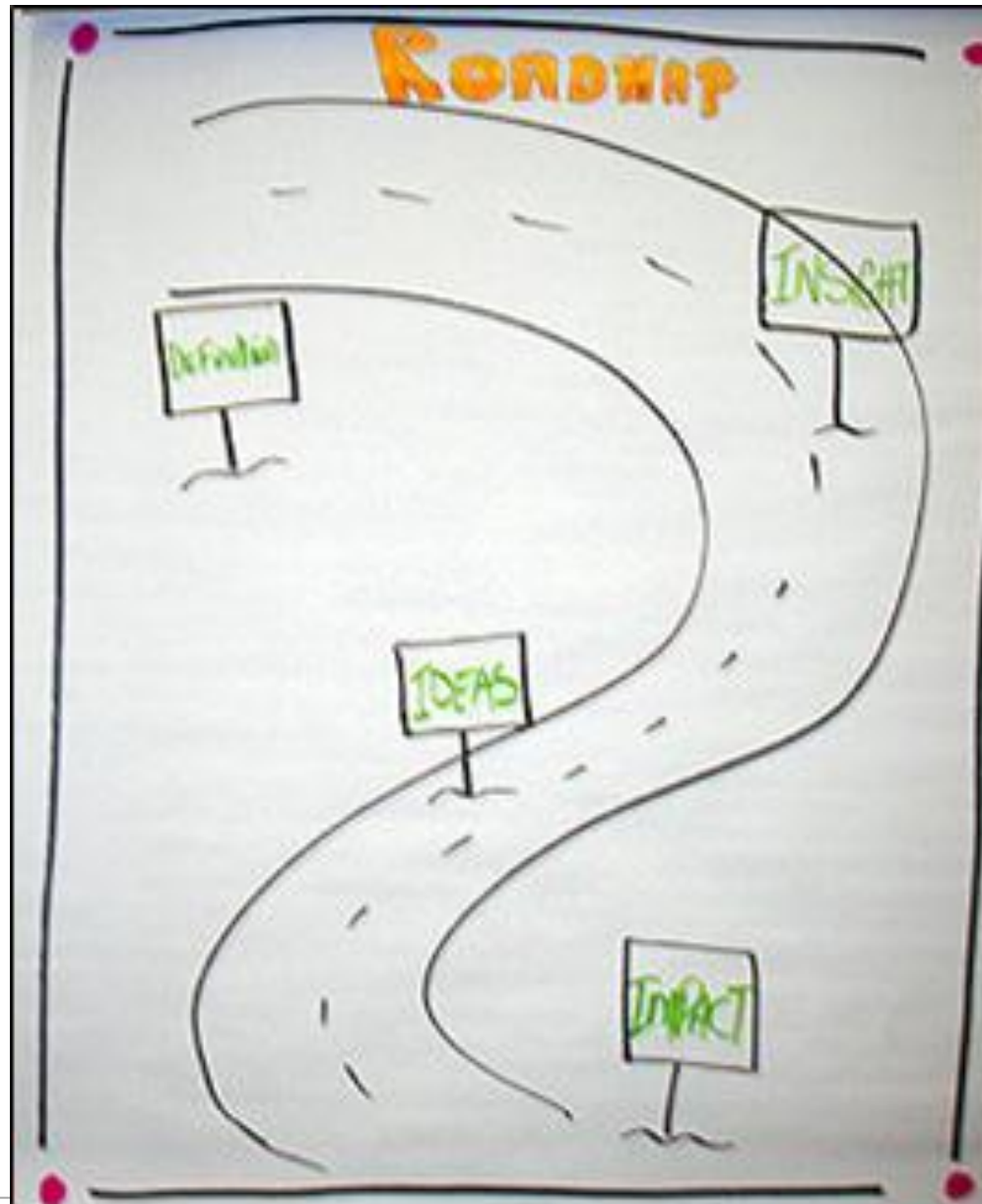
Kreativita a inovace

Seminář České Inovace

Roman Šiser, romansiser@gmail.com

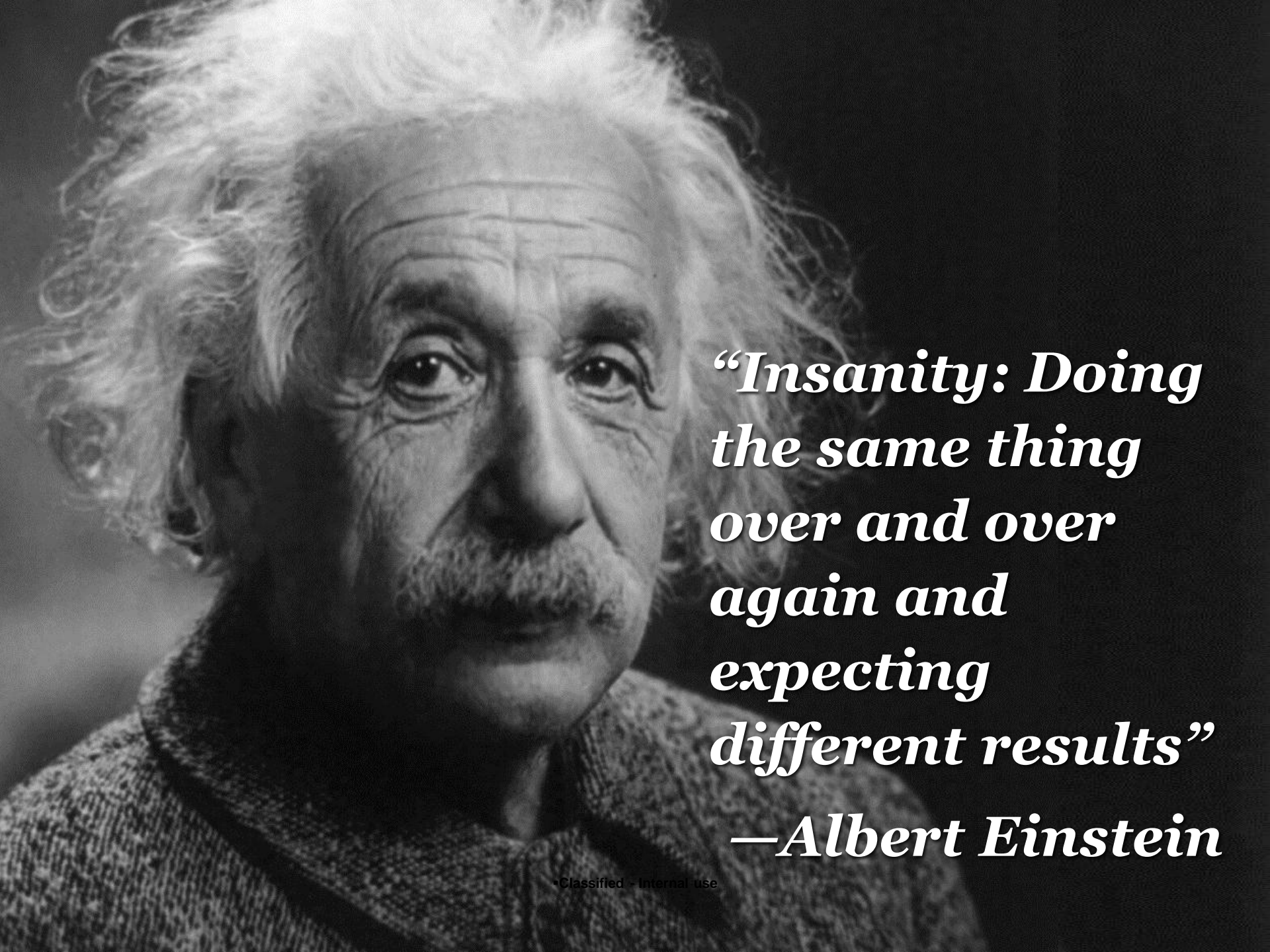
Říjen 2012

Jak přijít na nové nápady?



Svěžest





*“Insanity: Doing
the same thing
over and over
again and
expecting
different results”*

—Albert Einstein

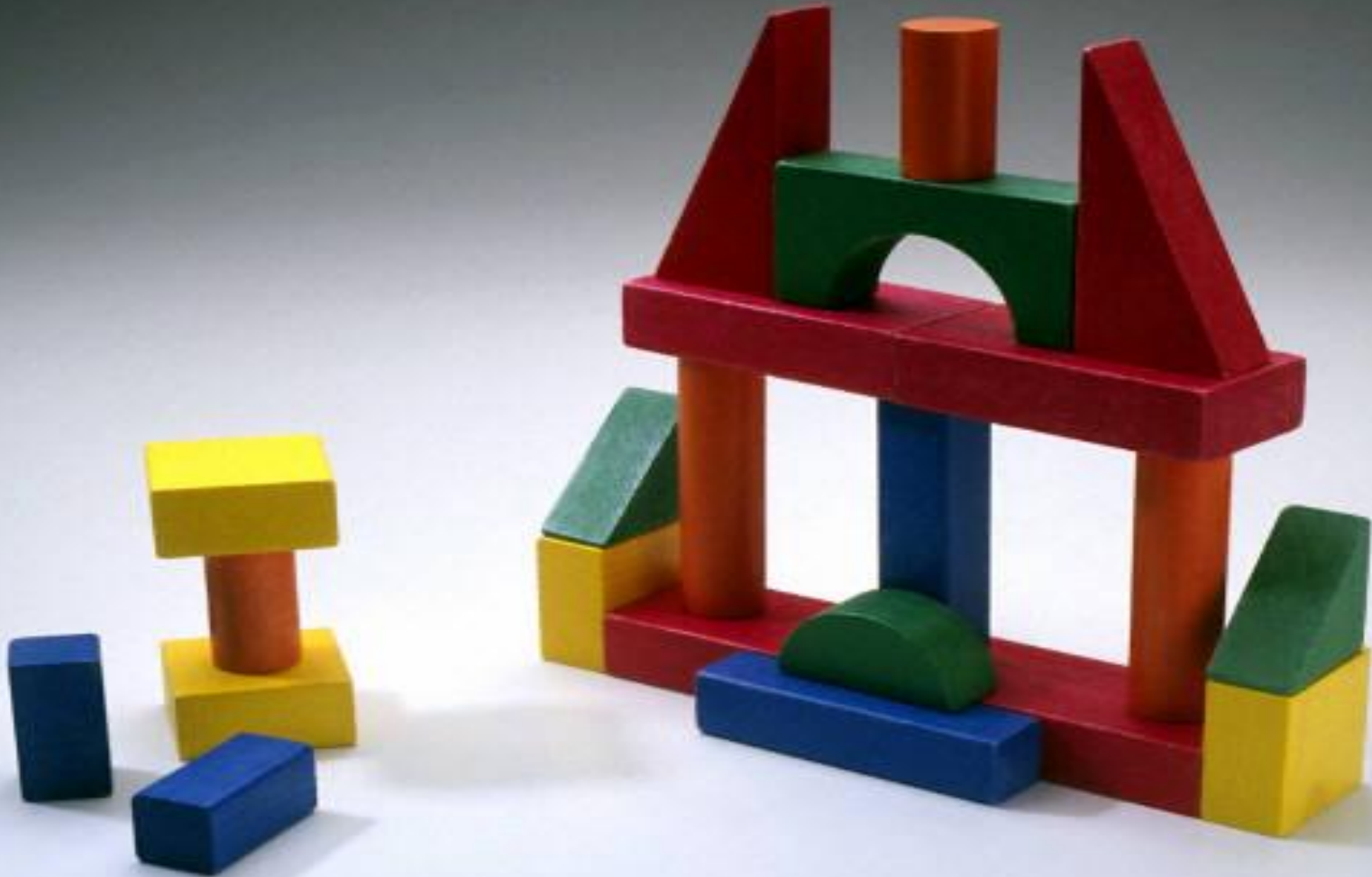
Odvaha



Péče, naslouchání



Vizualizace, Realizace



“If a picture says a thousand words, a prototype says a million.”

—Trevor Baylis, inventor of the Clockwork (windup) radio

Energie, rychlost

gettyimages™



Lateral Thinking

Techniky pro stimulaci nápadů:

4 R



Revolution (*Revoluce*)



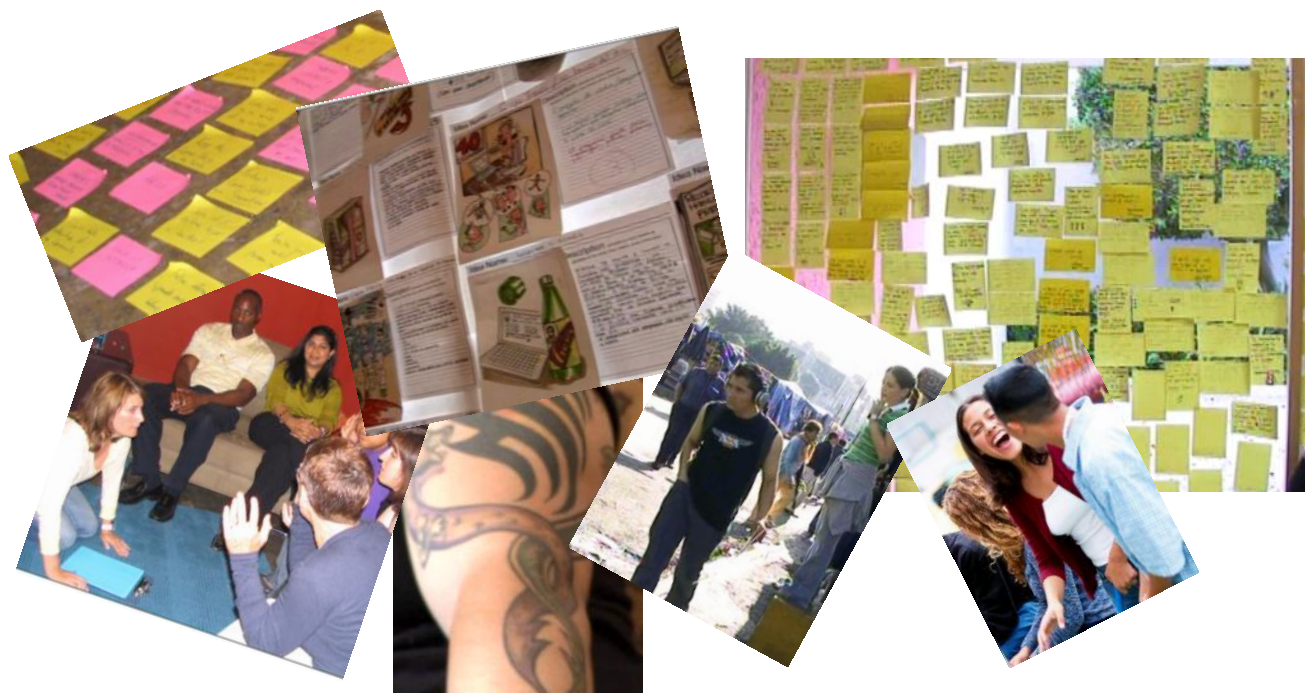
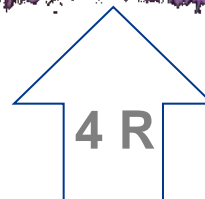
Related Worlds (*Příbuzné světy*)



Re-Expression (*Alternativní vyjádření*)



Random Links (*Náhodné souvislosti*)



OTÁZKY?



Volba Inovační strategie

