



FOSTERING
CREATIVITY
and
INNOVATION

DR. RASHID ALLEEM

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CREATIVITY
and
INNOVATION**

Dr. Rashid Alleem



Fostering Creativity & Innovation

Alleem Research & Development Center

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PRAISE FOR

FOSTERING
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and
INNOVATION

This is the first challenge in the world to progressively and comprehensively address the fundamental importance of productivity and sustainable-growth-ability in terms of creativity and innovation. It implies that the UAE stands for “Uncompromisingly” developing with “Advanced-ideas” in “Entrepreneurship manner”.

Dr. Akima Umezawa
Consul-General of Japan in Dubai

Enjoyed reading the Creativity and Innovation goal. Very well-articulated and indeed it is need of the hour. Readers can hugely benefit from understanding the various spheres and how we can vision ourselves and recognize those innovation blind spots around us. Truly, our young talent is well showcased but also the book talks about the various inno-

vation initiatives from which each one of can benefit and carry forward our innovation dream and keep entrepreneurial spirit live to combat the future challenges. A must read for all to envisage innovation future!

Dr Flevy Lasrado

Discipline Leader

University of Wollongong in Dubai, UAE

In our fast-paced world, technology is constantly changing and the business world evolving. Embracing innovation as a culture isn't an extra step to get ahead; it's a necessity for keeping up. We need to be productively restless; to keep our eyes constantly turned towards the future.

The book, with its practical approach, showcasing a number of case studies, and real stories of role models who embraced an innovative mindset to change the world, constitutes a road map to individuals and organizations, it confirmed what I always advocate for as an innovation is not a single shot of inspiration or a motivational slogan to sling around the office, but a culture to foster and grow.

Hanane Benkhallouk

Innovation Strategist

Executive Director, Sustain Leadership Consultancy, UAE

Dedicated to my beloved son Obaied.
I love you more than you will ever know.
Keep dreaming BIG!

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FOREWORD

There is perhaps no better time than what we are going through for a book on creativity and innovation. The global experience of the pandemic calls into question the models and certainties of our social organizations and economic systems and therefore questions our ability to imagine, introduce and manage change.

At the same time, Dr. Rashid Alleem's book is a tribute to the spirit of the United Arab Emirates and to that constant and genuine tension of the leadership and of the whole society of this young country towards the future, without fear of questioning consolidated schemes or of setting ambitious goals. What other country, after all, has a space program that plans to establish the first human settlement on Mars in 2117 (after launching the first probe towards the Red Planet in the last weeks)?

Creativity, as the author teaches, is unprecedented perception, intuition, original thought in all its forms; different from a flash or an isolated point, it is also part of a defining process, the analysis and synthesis of things. Inseparable from the impetus, creativity pushes to intervene effectively on reality without being afraid of the associated risk. However, creativity is not enough on its own: alongside purpose and commitment, the executive moment cannot indeed be missing, supported by persevering will, research and organization. Therefore, creativity and innovation, marks of the future, are constantly reminiscent of each other, and to cultivate one is to empower the other whether it is art, design or any kind of entrepreneurial endeavor.

In this inseparable pair, creativity is a priority; it is guide and lifeblood to the innovative solution. For this reason, *Fostering Creativity and Innovation* insists on it in a special way by pointing out the need for a real culture of creativity, an educational path that accompanies the individual in the rediscovery of childhood personality, of play and joy, of curiosity and exploration, and of imagination, independent and free.

However, there is another aspect that the author stresses and that I find crucial: the link between the process of creation-innovation and connection, which is the essence of our humanity as intelligent creatures (intelligence means precisely “ability to connect”). Connection between things, between concepts, between areas of knowledge, as a genius like Leonardo da Vinci, quoted by the author, shows; but also among individuals, people and cultures. Connection, I add, that requires physical interaction, sharing of spaces and sensory experiences, which technology can temporarily make up for (as we see in these times of physical distancing), but which it can never replace with virtual relationships.

If it is true, therefore, that without creation there is no innovation; it is also true that without connection there is no creation. And when the world meets in the UAE next year for EXPO2020 Dubai, which will probably be the first global event after the pandemic, the theme “*Connecting minds, creating the future*” will prove to be the most appropriate one.

Nicola Lener

Ambassador of Italy to the UAE

INTRODUCTION

The purpose of this book

*“Innovation is no longer an
option—it’s the gateway of
success in today’s business
world.”*

- Dr. Rashid Alleem

WELCOME!

I strongly believe that if you are reading this book you have the honor and the obligation to tackle one of the gravest needs of the 21st century: Fostering creativity and innovation. Edward de Bono, a psychologist from Oxford University, said: “There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns.” This is the central focus of this book.

ANOTHER BOOK ABOUT CREATIVITY AND INNOVATION?

You may ask, Why this book? Thousands of books were written on the topic and more will be published this year. Why add one more to an already crowded shelf?

Permit me to give you a little background.

Let’s go back to June 2019 to a lovely team dinner in Dubai. Throughout the evening, we had a lively discussion about the Alleem 21 sustainable development goals and the importance of them in today’s world. Our conversation centered on the list’s second goal, Fostering Creativity and Innovation, and a debate ensued around the importance of thinking big espe-

cially as the whole world is running at a breakneck speed. As soon as I got home I decided to write this book. The book not only includes heartwarming stories and motivational sayings about creativity and innovation, but also shows that we are all capable of making the world a better place on a massive scale. There is no better time than now to work together toward a bright future for all, despite our differences!

This book will inspire you to dream big. Though I trust you will find this book inspirational, motivational, and practical, it is not a 'how-to' book. This book is for anyone in any organization, from the CEO to young managers, who is responsible for addressing and solving creative business challenges and looking for innovative solutions to make a better tomorrow.

That may be what attracted you to this book! I strongly believe that if you are reading this book you will learn what it takes to drive innovation and lead organizational change.

So welcome to the world of creativity and innovation. Knowing the value of your time, I have tried my best to be precise and keep the chatter to a minimum. I am confident you will discover original and practical new valuable creative thinking tools and techniques you can use. More important, though, I hope certain ideas leap out at you. Work with those ideas first.

Another piece of advice on how to leverage the knowledge and the wisdom in this book to full advantage: Feel the words as you read them, dog-ear the pages, and highlight as you go. Make notes along the way on what interests you the most, and how you might apply it and share it.

At the end of each chapter, stop to think about a key insight you gained and how it can help you to create a more innovative organization. I like what Gary Hamel said, "You can buy

knowledge by the yard today, but insight is still quite rare.” If you find valuable insight in this book, then I have achieved my goal in writing it.

I’m delighted to see this book reach leaders everywhere through the free download at alleem.com

Wishing you the best!

Respectfully,

Rashid Alleem

Sharjah, UAE

February 29, 2020



CREATIVITY

“One’s mind, once stretched by a new idea, never regains its original dimensions.”

- Oliver Wendell Holmes

1

CREATIVITY

In today's knowledge economy, creativity is our competitive edge. It is more important than ever and has moved from a 'nice to have,' to a 'need to have.' But many organizations seem to believe that creativity belongs just in sales, marketing, and R&D. But creativity can benefit every function of an organization and influence the way business gets done for the better. To get there, managers will first have to change their thinking to approach the changing complexity of the business world and the need to embrace creativity to make wiser decisions. Most of the ways we were taught to think, to reason simply don't give us means to make wise decisions any more.

Organizations need creativity not just as an occasional exercise but as the heart of their business.

You may ask, creativity for what? By whom? How to achieve it? What is creativity anyway? Let's dig in.

WHAT IS CREATIVITY?

The dictionary defines creativity as "the ability to make or otherwise bring into existence something new, whether a new solution to a problem, a new method or device, or a new artistic object or form." In their book *Corporate Creativity*, Alan G. Robinson and Sam Stern define corporate creativity

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