

## Step 4. Creativity

To be creative means that You see possibilities and do something out of them. To be experimental and to be able to do something new.

As an entrepreneur You are open minded and looks for improvement and advantages all the time.

Creativity is needed both in product development and in marketing. In this step we want to show how You can improve Your business idea with help of creativity.

Your big and established competitors have a lot of resources you are lacking. But You can be more creative and innovative and act smarter.

Your actionplan must be emphasized on: **small, fast and cheap!**

As a new and small company this is Your advantages. Don't let the big elephants fool You to compete on their terms!

### THE BIG COMPANY

STRENGTH	WEAKNESSES
A lot of resources	Slow response on change
Established	Stiff-legged organization
Known on the market	Bureaucratic
Known products	Unresponsive customer relations
Member of networks	Bad availability

### THE SMALL COMPANY

STRENGTH	WEAKNESSES
Fast response to new opportunities	Small resources
A sensitive ear to the market	Unknown as company
Closeness to the customers	Unknown products
Good availability	Small network
Passion for the business	Lack of references

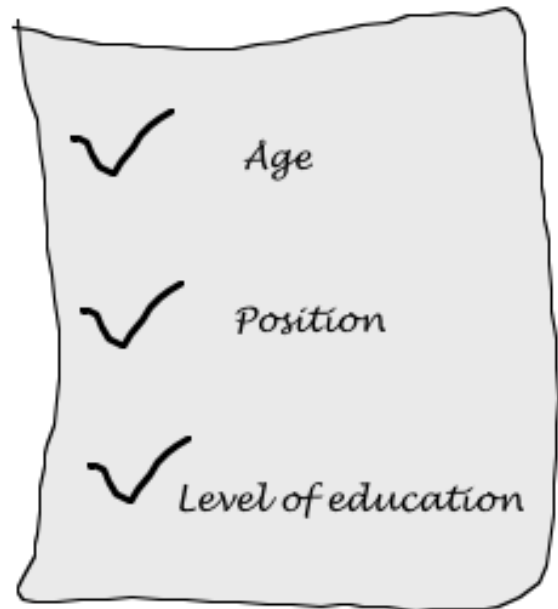
Tommy Jansson June 2012

**Use the small company's advantages!**

### Small and weak against big and strong?!

Develop the unique advantages of Your business idea! You can't fight the big elephants by being cheap in prize. The big companies buy raw material cheaper than You! They have lower interest than You. They can kill You with their size and low prizes. So You got to find other advantages than prize! That's how You get luck! And in this process You will have a good use for Your creativity!

A persons creativity is reversed proportional to:



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If a person during a long time have been responsible for a company or department that he once designed himself/herself after finished a degree in the actual field on the university – he/she is not the right person to lead a reconstruction or reengineering process. That's a fact.

Success in development is depending on this factors:

#### Less important

- To be big
- To know a lot
- To like the actual subject

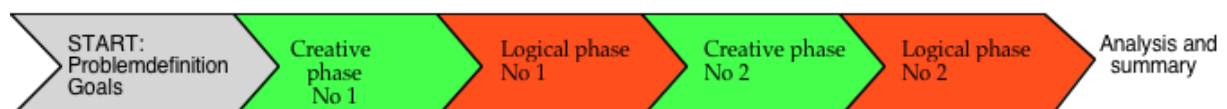
#### Most important

- To be brave
- To learn a lot
- To be passionate to the subject

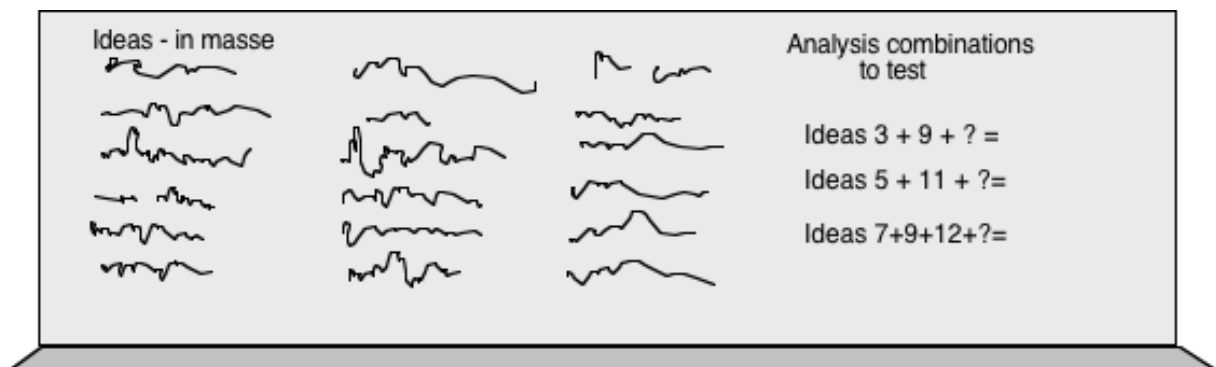
Creative processes – some learnings

You can not be creative and logical at the same time! You are either or. That's why a creative process must be parted sequentially in creative phases and logical phases.

### Creative process - Brainstorming



During the creative phases a lot of thoughts and ideas are "born" and written on the white board. During the logical phases those ideas are scrutinized and some are selected for further process.



In the last step – when everything is analysed - we can find combinations of two or three ideas that together can be practical useful.

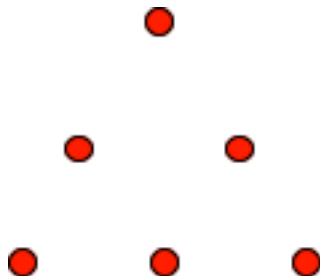
In the creative phase everything is permitted and it's done with a good deal of humour.

**A person is creative when he/she thinks a thought that's new for him/her!**

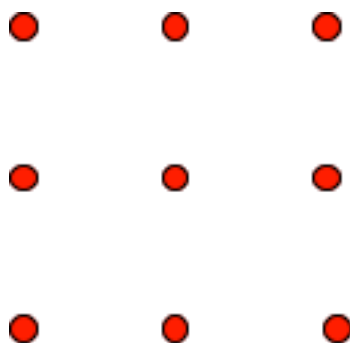
It don't have to be about a innovation for international patents.

**Check up your creativity with this exercise:**

Use a pen to connect those dots with three straight lines without to lift the pen from the paper!



In the same way connect those dots with four straight lines without to lift the pen from the paper!



Piece of cake? No problem? See the answer on last page!

**Creative short cuts to get customers:**

**1. Other Peoples Network**

Most target group are already organized in some kind of community. Find out where Your potential customers is! Give a call to the person that organizes their meetings and offer him Your participation on one of them. They use to be happy to get something seriuos to talk about before the coffee break.

**2. Other peoples name**

If You find an organization to collaborate with they will probably send the invitations to the members with an envelope with their logo. This means that even You will become legitimized by their logo!

**3. Other peoples money**

They will do the job for You! And they will pay the stamps needed!

Now about Your own new business:

Is there any organizations where You can find Your targetgroups?

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How can You get in touch with them? You can get many customers with this kind of marketing compared with – for instance – advertising.

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