

# **DTU Course 42435**

**Knowledge based Entrepreneurship**

**OPPORTUNITY DRIVEN CREATIVITY**

**Video 05 - B**

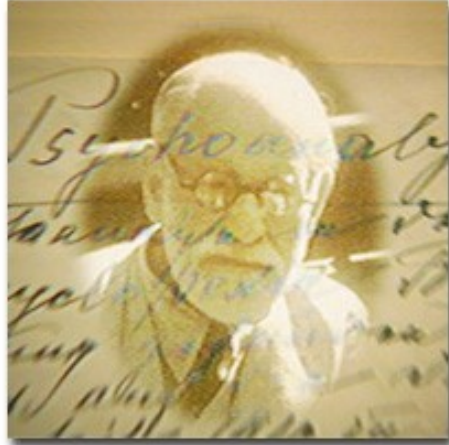
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## **AGENDA**

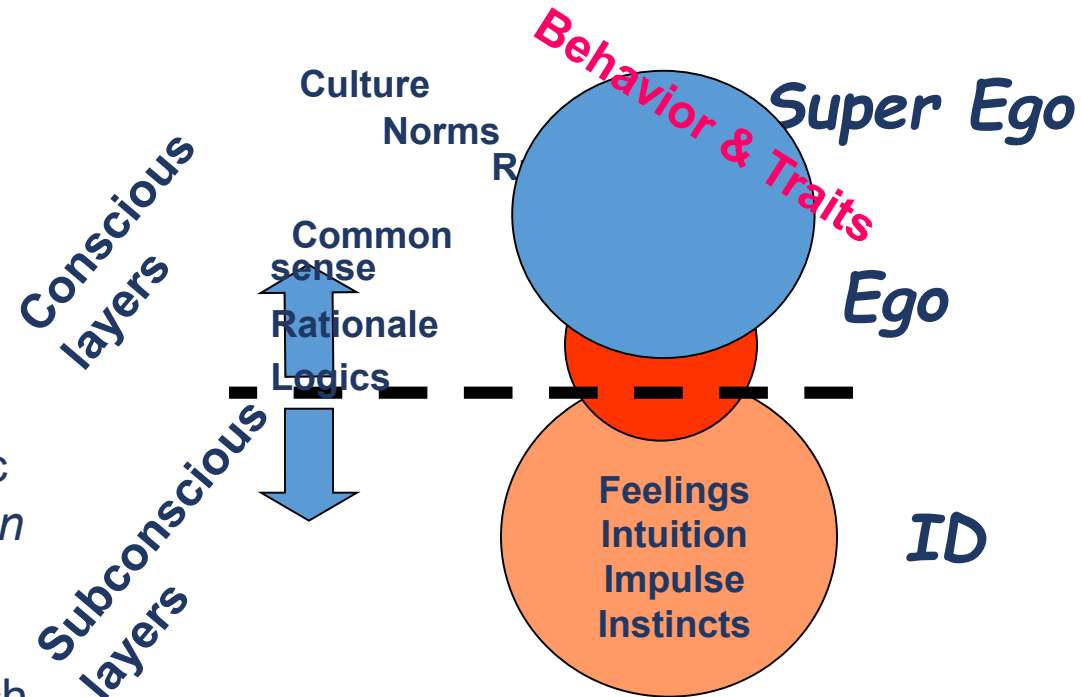
- **Sigmund Freud on Creativity**
- **John Cleese on Creativity**
- **Wrapping up on Opportunity driven Creativity**



# Sigmund Freud 1865 - 1939

## Sigmund's Personality Model

Ideas are created when the unconscious layers are provoked by the conscious layers not being able to produce solutions to specific urgent problems. (*Frustration and anxiety prevails*)  
 The unconscious layers return myriads of ideas which are filtered in the boundary layers between the conscious and the unconscious



*Freud's major achievement: the existence of - and relationship between the conscious and the subconscious layers of the human brain*

## **Points from Freud's Personality Model:**

**Theorems** (*Unprovable statements – but accepted as truth*)

- The subconscious layers can be provoked into generating ideas by being fed with problems
- Unconscious material cannot be made available voluntarily
- Ego (rationale) is the Guard Dog

**Creativity as related to our objective requires -**

- A correct formulation of the problem
- Stimulation (*frustration and stuckness prevails*)
- An open filter (*a receptive ego = apply common sense, logics and rationale gently*)
- Time

## John Cleese on Creativity

1. Creativity is a way of operating
2. Open mode = creative. Closed mode = rational

### The five preconditions for creativity

1. **Space:** Seal yourself off – undisturbed from reality
2. **Time:** Reserve a specific limited time for the open mode
3. **Time:** Several open mode oases: decide only when you have to
4. **Confidence:** Forget about failure; play with the impossible  
*(intermediate impossibilities)*
5. **Humour:** brings you directly into the open mode

## To sum up:

1. **Opportunity driven Ideas** emerge as a consequence of needs in a market, driven by change
2. **Creativity** generated by the unconscious layers depends on correct understanding of the problem combined with stuckness, frustration and time
3. **Creativity is a way of operating in an open mode**, requiring space away from daily life, repeated time-limited sessions, confidence and humor

