

KQuIP

Creativity & Innovation

**‘THINK
KIDNEYS’**

KQuIP

Who thinks they are

creative?



Creativity...

The connecting and rearranging of knowledge — in the minds of people who will allow themselves to think flexibly — to generate new, often surprising ideas that others judge to be useful.

Practical Exercise

How many features can you fit into a
Swiss Army Knife?

You have 5 minutes

Wenger Giant



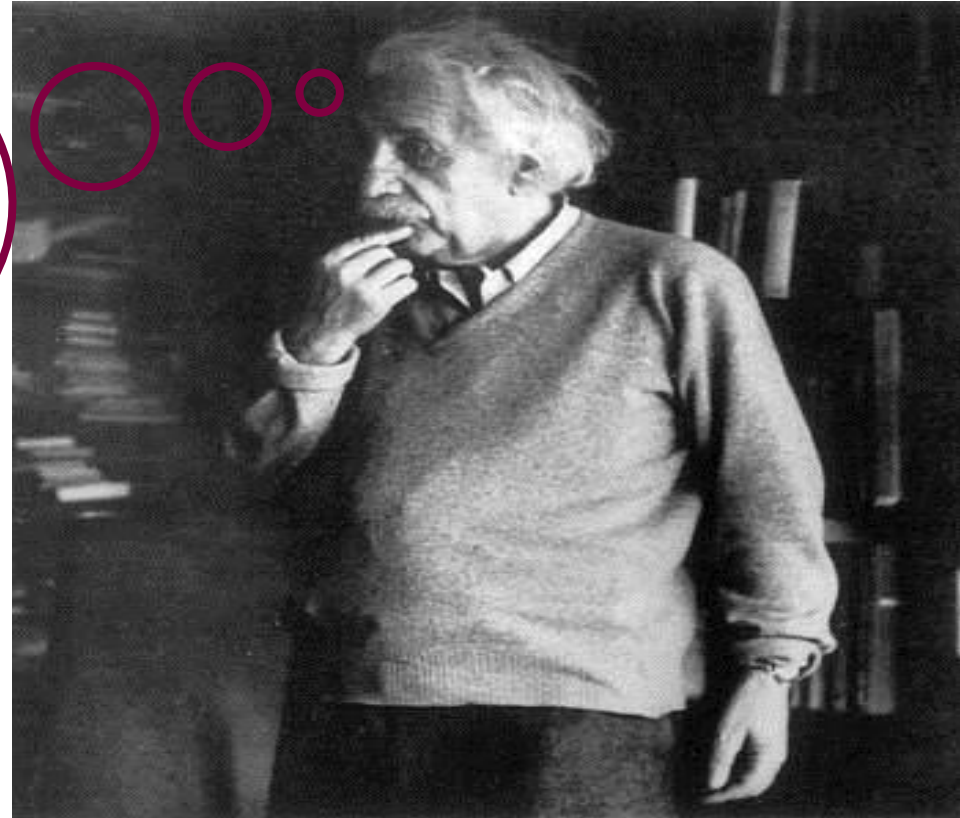
141 functions into 87 implements

2.5-inch 60% serrated locking blade
Nail file
Nail cleaner
Corkscrew
Adjustable pliers with wire crimper and cutter
Removable screwdriver bit adapter
2.5-inch blade for Official World Scout Knife
Spring-loaded, locking needle-nose pliers with wire cutter
Removable screwdriver bit holder
Phillips head screwdriver bit 0 Phillips head screwdriver bit 1
Phillips head screwdriver bit 2
Flat head screwdriver bit 0.5mm x 3.5mm
Flat head screwdriver bit 0.6mm x 4.0mm
Flat head screwdriver bit 1.0mm x 6.5mm
Magnetized recessed bit holder
Double-cut wood saw with ruler
Chain rivet setter
Removable 5mm
Allen wrench
Screwdriver for slotted and Phillips head screws
Removable tool for adjusting spokes
10mm Hexagonal key for nuts
Removable 4mm curved allen wrench with Phillips head screwdriver
Patented locking screwdriver
Universal wrench
2.4-inch springless scissors with serrated self-sharpening design
1.65-inch clip point utility blade
Phillips head screwdriver

2.5-inch clip-point blade
Club face cleaner
2.4-inch round tip blade
Patented locking screwdriver
Cap lifter
Can opener
Shoe spike wrench
Divot repair tool
4mm Allen wrench
2.5-inch blade
Fine metal file with precision screwdriver
Double-cut wood saw with ruler
Cupped cigar cutter with double honed edges
12/20-gauge choke tube tool
Watch case back opening tool
Snap shackle
Mineral crystal magnifier
Compass
Straight edge, ruler (in./cm)
Telescopic pointer
Fish scaler
Hook dis-gorger
Line guide
Shortix laboratory key
Micro tool holder
Micro tool adapter
Micro scraper, straight
Micro scraper, curved
Laser pointer with 300-foot range
Metal file
Metal saw
Flashlight
Micro tool holder
Phillips head screwdriver 1.5mm
Screwdriver 1.2mm
Screwdriver .8mm
Fine fork for watch spring bars
Reamer
Pin punch 1.2mm

Pin pinch .8mm
Round needle file
Removable tool holder with expandable receptacle
Removable tool holder
Special self-centering screwdriver for gunsights
Flat Phillips head screwdriver
Chisel-point reamer
Mineral crystal magnifier
Small ruler
Extension tool
Spring-loaded, locking flat nose needle-nose pliers
Removable screwdriver bit holder
Phillips head screwdriver bit 0
Phillips head screwdriver bit 1
Phillips head screwdriver bit 2
Flat head screwdriver bit 0.5mm x 3.5mm
Flat head screwdriver bit 0.6mm x 4.0mm
Flat head screwdriver bit 1.0mm x 6.5mm
Magnetized recessed bit holder
Tire tread gauge
Fiber optic tool holder
Can opener
Patented locking screwdriver
Cap lifter
Wire stripper
Reamer
Awl
Toothpick
Tweezers
Key ring

*“Problems
cannot be solved at the
level of thinking that
produced them”*



1

“Creative thinking involves breaking out of established patterns (mental valleys) in order to look at things in a different way”

Edward de Bono

Pause, Notice, Observe

purposefully... to increase understanding.

People don't always do what they say they do

People don't always do what they think they do

People don't always do what you think they do

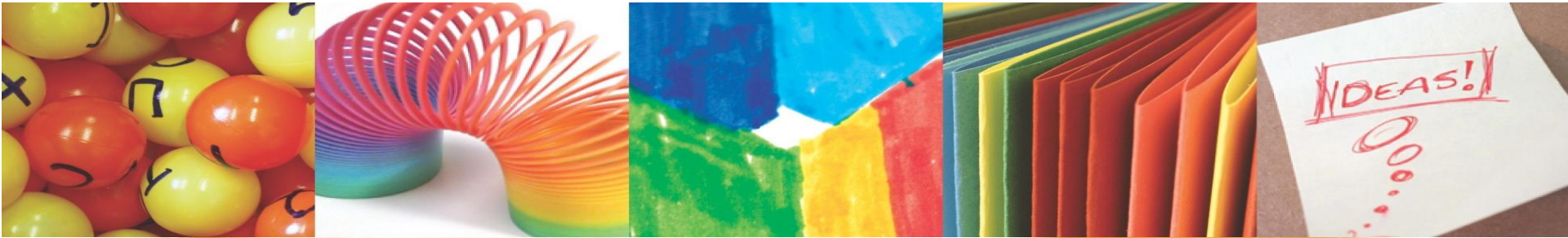
People can't always tell you what they need

Observation helps find out what people really do and need

(Adapted from IDEO)

The way to get good ideas is to get lots of ideas and throw the bad ones away.

Linus Pauling, Nobel Prize winning chemist



Idea Generation

We will do three quick rounds of idea generation.

For each round you will have **one minute** to generate ideas.

Nominate one or two people to capture
all of the ideas (you will have lots!).





Different ways of getting to work...

How can you improve patient satisfaction of needling?



The Disney logo is written in its signature white script font on a solid dark blue rectangular background.

How would these industries do it?

The Amazon logo features the word "amazon" in a white, lowercase, sans-serif font on a dark gray background. Below the text is a curved orange arrow pointing from the letter 'a' to the letter 'z'.

We said... be imaginative...

You have been given £1m and 20 new members of staff to improve the patient's satisfaction of needling

How are you going to design a new service? (10 minutes)

Think about:

Workforce

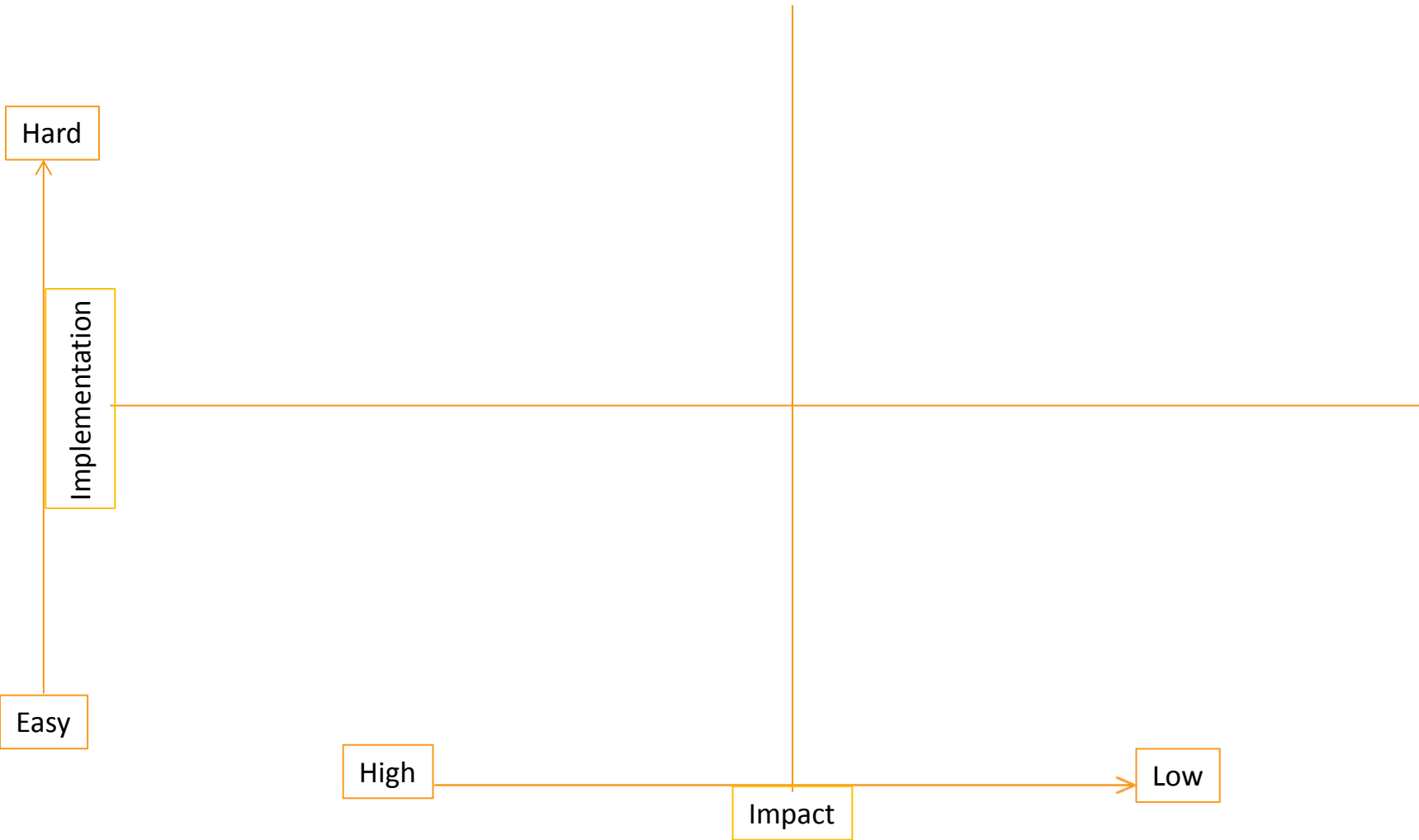
Resources

Technology...

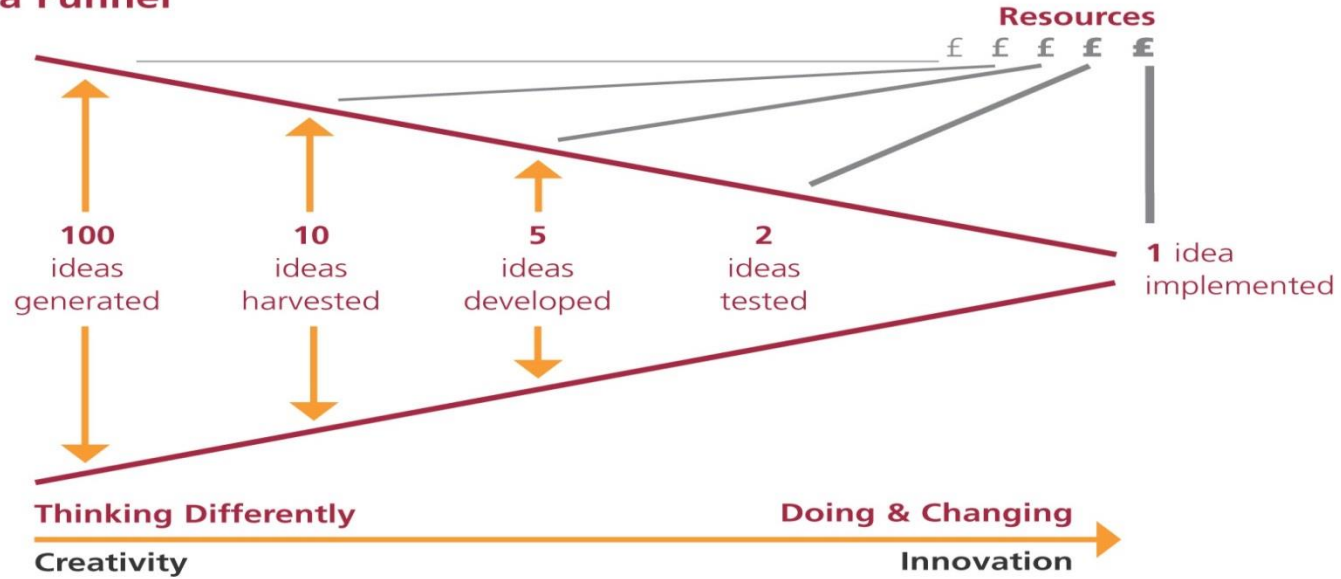


What do we do with all these ideas??





The Idea Funnel



Numbers depicted are illustrative only, but are based on typical ratios across a variety of industries

Creativity is a great motivator because it makes people interested in what they are doing.

Creativity gives hope that there can be a worthwhile idea.

Creativity gives the possibility of some sort of achievement to everyone.

Creativity makes life more fun & more interesting.

Edward de Bono

Any Questions ?

