Student LB:

I found this article to be very interesting, and it further illustrated to me that disruptive innovation has created a VUCA (volatile, uncertain, complex, and ambiguous) business world. My favorite quote from the article is “ambiguity cannot be managed away. Driving results is impossible when the situation is un-stable, the challenge is complex, the direction is unclear, or when you’re mapping new territory, as is the case—by definition—with innovation."

One way to apply the concepts from the article is by striving to create a culture at work that fosters and supports creativity and the creative process. As a creative leader, it's also important to create systems that encourage and facilitate innovation through connecting the work with people's passions. And while it's important to incentivize people, it should be done without creating a culture that celebrates individual heroes, because innovation is truly a team effort. Another mistake companies make is they create an innovation department, but this doesn't support company-wide ownership over innovation. It should be everyone’s responsibility to discover areas of opportunity for innovation and improvement.

Through my experience working on innovation teams, people who are highly creative and see the big picture  sometimes struggle to implement and execute the small details of a concept, and the article highlights the importance of building a team with a mix of people who want to come up with ideas of how to challenge the status quo, along with people who can implement ideas and get things done.  My favorite way that the author differentiated business thinking from innovation thinking is that business thinking makes us think “there is right and wrong” while innovation thinking helps us think "there is always a better way.” To me, this means that innovative thinkers are comfortable with ambiguity and are not comfortable with complacency. I also appreciated how to article emphasized the importance of curiosity, and how being open to taking in new information is imperative to innovation.

Student KB

As we discussed in class, we see a problem with shifting generations to a younger group who might be less attentive to more traditional art forms due to technology and do not have a particularly strong interest in traditional arts. Arts organizations must shift their thinking from business thinking to innovative thinking in order to capture the attention of the younger generations and pull them away from their screens.

It is also important to understand that the shift to more innovated thinking cannot suddenly be mandated and forced upon employees. It starts when top management begin to encourage a creative atmosphere and environment. It is about a shift from rigid structure to ambiguity in order to facilitate strategic and creative problem solving.

This article discussed the “innovation ghetto”, or when companies attempt to forced creativity solely into a certain department.  It is important to keep in mind that creative problem solving and innovation should be encouraged throughout the entirety of the organization. Later in the article, it discussed collaborate inquiry which is the opposite of the innovation ghetto. This is engaging in conversations with others to share directions of the innovations.