

Distinguish, differentiate, compare and explain what is the Difference between Creativity and Innovation. Comparison and Differences.

What is Creativity ?

Creativity is thinking new things, the ability to develop new ideas and to discover new ways of looking at problems and opportunities. It is nothing but the process of creating something unique and new. Creativity is reaching to innovative solutions, new ideas, and unique concepts through brainstorming, discussions and healthy communication among employees.

Creativity is defined as the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others.

What is Innovation ?

Innovation is doing new things, the ability to apply creative solutions to those problems and opportunities in order to enhance people's lives or to enrich society. Innovation generally refers to changing processes or creating more effective processes, products and ideas. Being innovative does not only mean inventing; it can mean changing your business model and adapting to changes in your environment to deliver better products or services.

Successful innovation should be an in-built part of your business strategy, where you create a culture of innovation and lead the way in innovative thinking and creative problem solving. Innovation can increase the likelihood of your business succeeding. Businesses that innovate create more efficient work processes and have better productivity and performance.

Need for Creativity and Innovation

Innovation is the process of creating and implementing a new idea. It is the process of taking useful ideas and converting them into useful products; services or processes or methods of operation. These useful ideas are the result of creativity, which is the prerequisite for innovation. Creativity is the ability to combine ideas in a unique way or to make useful association among ideas. Creativity provides new ideas for quality improvement in organizations and innovation puts these ideas into action.

Change and innovation are closely related, even though they are not the same. Change often involves new and better ideas. The new idea may be the creation of a new product or process or it can be an idea about how to change completely the way business is carried out. Successful organizations understand that both innovation and change are required to satisfy their most important stake holders.

Difference between Creativity and Innovation

S.No.	Creativity	Innovation
1	Creativity is dreaming of new things.	Innovation means making those dream come true.
2	Imaginative process.	Productive process.
3	Creativity can never be measured.	Innovation can be measured.
4	Creativity is related to experience.	Innovation is related to observation.
5	It is related to the generation of ideas which are new and unique.	It is related to introduce something better into the market.
6	Does not require money.	Requires money.