



# CREATIVE PROBLEM SOLVING and CREATION OF BUSINESS IDEAS FOR PERSONAL AND SOCIETAL TRANSFORMATION

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## **Break the Ice!**

### **Your name + answer to one question**

1. Where in the world would you go if given the opportunity? Why
2. What would you do if you won the lottery? Why?
3. If you had a superpower, what would it be? Why?
4. What do you like the most about workshops? What about the least?
5. What do you expect from the training?



# Problem solving

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## What is a **PROBLEM**?

A problem arises when a person/ group/ society has **a goal but** does not know how to achieve this goal....

**a challenge, a situation** that causes discomfort and we want to change it.

## What is **PROBLEM SOLVING**?

The process of **figuring out how to achieve a goal** and **get to a desired state.**

# What is creativity?

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## Intelligence

is an innate and acquired ability to think and learn



## Academic

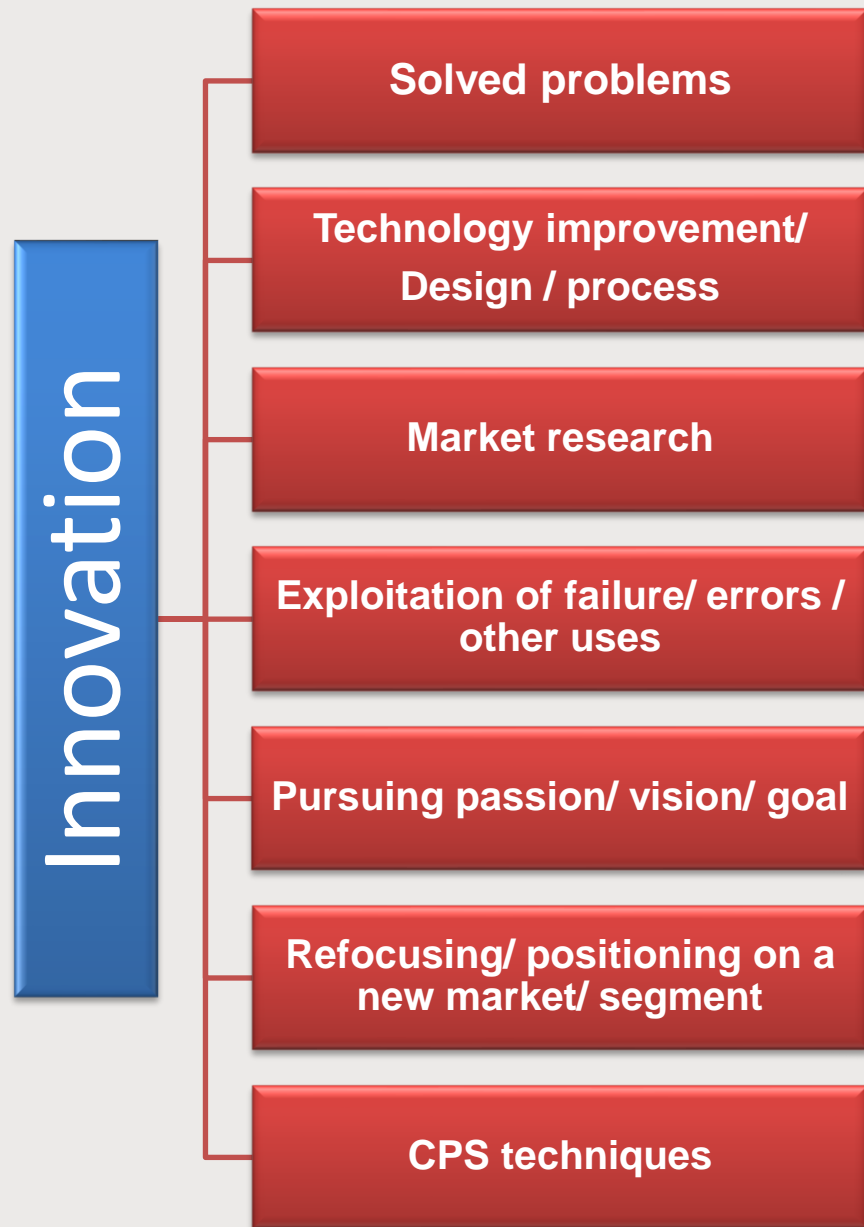
achievement results in a diploma after years of lectures, exams and theses



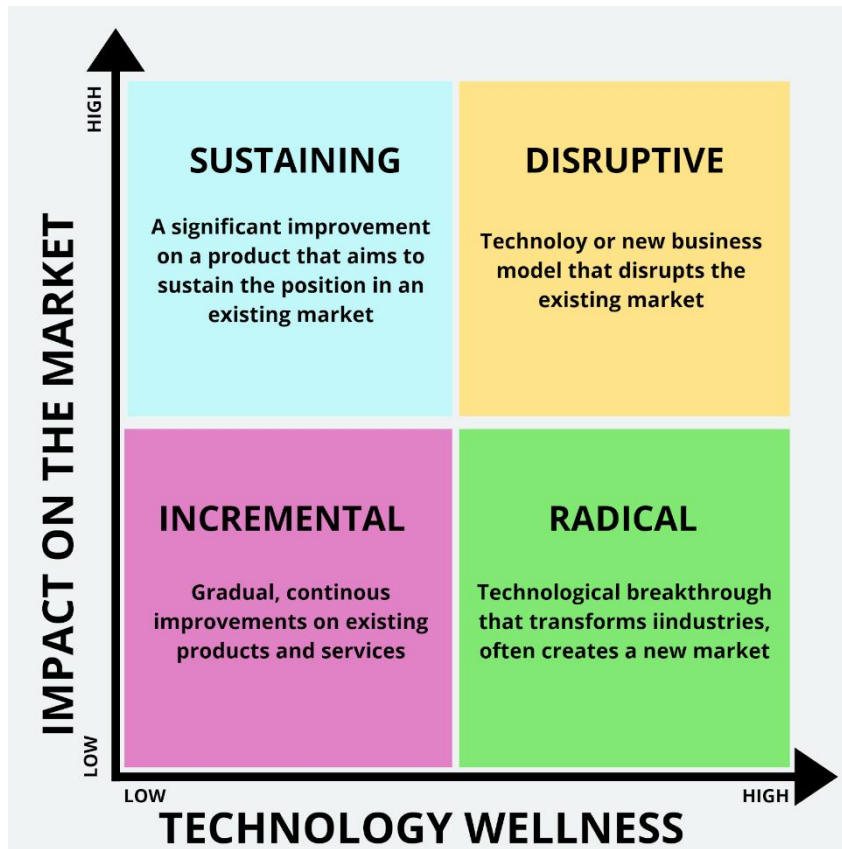
## Creativity

is a **skill to redirect your thought in new directions**

**Creative twist -  
where to look  
for business  
ideas?**



# Types of innovations



# **CPS techniques (tools) for developing and selecting ideas and solutions**

## **DIVERGENT TECHNIQUES**

(generation and  
development)

**Brainstorming**

**SCAMPER tool**

**Mind mapping**

**Attribute List Technique**

**Market research**

## **CONVERGENT TECHNIQUES** (evaluation and selection)

**COCD Box (Hits)**

**Evaluation matrix**

**PPCO / Plusses,  
Potentials,  
Concerns,  
Overcoming  
concerns**

# Examples – **SCAMPER**

WARBY PARKER  
eyewear



**Modify**  
**Reduce price + modify**  
**distribution +**  
**business model**

**Combined technology**  
**(phone, camera and MP3 player)**

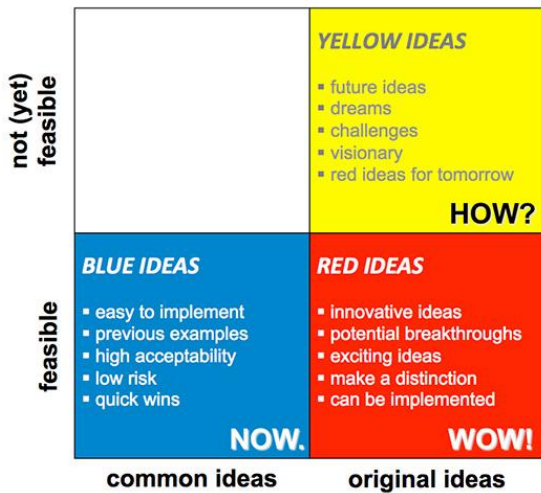


**Eliminate – reduce services, reduce costs**

**amazon**

**Eliminate – Intermediaries excluded**





IDEA EVALUATION SCREENING MATRIX												
IDEAS	Scoring 1=Low, 2=Mod, 3 High or - or +	CRITERIA										
		Different or Better	Delivers Value	Doable? Practical	Cost/ Benefit	Fits with my skills	Have an existing network	Potential for early adopters	Passion Factor (I love it!)	Other?	?	SCORE
	Criteria Weight (H/M/L)	H	H	H	H	M	M	M	L			

# ADDITIONAL CPS TECHNIQUES



Thank you

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