



**SLOVENSKI STANDARD**  
**kSIST-TS FprCEN/TS 16555-6:2014**  
**01-september-2014**

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**Upravljanje inovacij - 6. del: Upravljanje ustvarjalnosti**

Innovation management - Part 6: Creativity management

Innovationsmanagement - Kreativitätsmanagement

Management de l'innovation - Partie 6 : Management de la créativité

**Ta slovenski standard je istoveten z: FprCEN/TS 16555-6**

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**ICS:**

03.100.40	Raziskave in razvoj	Research and development
03.100.50	Proizvodnja. Vodenje proizvodnje	Production. Production management

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**FINAL DRAFT**  
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English Version

**Innovation management - Part 6: Creativity management**

Management de l'innovation - Partie 6 : Management de la  
créativité

Innovationsmanagement - Kreativitätsmanagement

This draft Technical Specification is submitted to CEN members for formal vote. It has been drawn up by the Technical Committee CEN/TC 389.

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Recipients of this draft are invited to submit, with their comments, notification of any relevant patent rights of which they are aware and to provide supporting documentation.

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EUROPEAN COMMITTEE FOR STANDARDIZATION  
COMITÉ EUROPÉEN DE NORMALISATION  
EUROPÄISCHES KOMITEE FÜR NORMUNG

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## Contents

Page

Foreword.....	3
Introduction .....	4
1     Scope .....	5
2     Normative references .....	5
3     Terms and definitions .....	5
4     Understanding creativity within an organization .....	6
5     Creative leadership and setting policy.....	6
6     Managing the creative process .....	6
7     Types of creative ideas .....	7
7.1   General.....	7
7.2   Ideas identifying a need .....	8
7.3   Ideas identifying a solution .....	8
8     Encouraging participation in idea generation – motivation.....	8
9     Evaluation and selection of ideas .....	9
9.1   Idea generation .....	9
9.2   Collecting ideas .....	9
9.3   Selecting and refining ideas .....	10
Figure 1 — Typical stage gate idea refinement and selection process .....	11
10    Documentation and intellectual property.....	11
Annex A (informative) Case studies .....	12
A.1   Case study 1 – Sourcing ideas from end users.....	12
A.2   Case study 2 – Adapting an idea from outside the organization.....	12
A.3   Case study 3 – Collaborating with an external partner.....	12
Bibliography.....	14

## Foreword

This document (FprCEN/TS 16555-6:2014) has been prepared by Technical Committee CEN/TC 389 "Innovation Management", the secretariat of which is held by AENOR.

This document is currently submitted to the Formal Vote.

This document is not intended for the purpose of certification.

The CEN/TS 16555 series consists of the following parts with the general title *Innovation management*:

- *Part 1: Innovation Management System*;
- *Part 2: Strategic intelligence management*;
- *Part 3: Innovation thinking*;
- *Part 4: Intellectual property management*;
- *Part 5: Collaboration management*;
- *Part 6: Creativity management*;
- *Part 7: Innovation management assessment*.

Part 7 is in preparation.

## Introduction

Innovation is the implementation of a new or significantly improved product, service, process or working practice. This includes new marketing methods and business models. The critical step on the road to innovation is the idea or inspiration that provides the impetus to commit the time and resources necessary to bring it to fruition.

This document focuses on the creation and identification of new ideas and opportunities that can lead to innovation. It outlines the conditions necessary to inspire ideas and their subsequent collection, selection and development. In keeping with the emphasis of this Technical Specification, particular attention is given to idea generation within small and medium-sized enterprises (SMEs), their organizational structures and needs.

Different levels of innovation are considered: incremental, radical and disruptive, and the implications of each level for organizations and their innovation management systems. Case studies are included in Annex A to provide insight through the experience of others. Collaboration is often essential to the successful inception and development of new ideas and is covered in more depth in CEN/TS 16555-5, *Innovation management — Part 5: Collaboration management*. In addition, this document complements CEN/TS 16555-3, *Innovation management — Part 3: Innovation thinking*.

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