

What motivates Managers and Entrepreneurs?

Positive Thinking

A positive attitude can motivate you to accomplish your business goals. It is a must for entrepreneurs starting their own small businesses, as there are always many obstacles to conquer on the way to establishing your own venture. Adopt a positive mindset if you are not an optimist by nature. Do this by banishing negative thoughts, working with upbeat persons and reminding yourself of your strong points on a daily basis.

Challenges

"Psychology Today" suggests you need stimulation, such as the presence of challenges in your business, for self-motivation. Ready yourself to battle and conquer them so that you constantly move forward. If you tend to regard these challenges as overwhelming problems, however, the likelihood of your overcoming them drops dramatically. Always, face issues and enjoy the feeling of accomplishment when you solve them to keep you motivated

Reaching Objectives

Setting goals is a great self-motivator. Make strong goals and focus on them to push yourself to succeed. Plan how you will achieve the goals and set a specific time frame. Remind yourself



frequently regarding what you are working for to keep yourself on track. Reaching incremental steps along the way to overall goals helps keep you inspired. Plan personal rewards for each objective met, such as taking a weekend trip or celebrating at a favorite restaurant.

Security

Basic survival is a primal self-motivator. The need to provide food, clothing and shelter for yourself propels you to work. Providing for a family, as well, can be particularly motivating. You tend to work harder and accomplish more when you know others depend on you for their needs. Keep these considerations at the forefront as you strive to be a successful entrepreneur.

Recognition

Most people enjoy the recognition that comes with a job well done. When others notice your achievement and comment on them, your motivation to excel at an even higher level is triggered. Praise and appreciation are important to spur on your efforts. Share your accomplishments with those who care about you in order to satisfy your personal need for acknowledgement.

Others

- Financial independence
- An appearance of an opportunity
- Desire to create something new/ innovate



- Make a difference/ desire to build something important
- Desire to build a business from scratch, desire to be an entrepreneur or
Excitement of entrepreneurship
- Instinct
- Career growth/diversification/satisfaction
- Good government policies
- Create value/jobs/wealth in society

THE CREATIVE PROCESS AND INNOVATION ARE ESSENTIAL FOR MANAGEMENT TO BE SUCCESSFUL

Creativity: A process of assembling ideas by recombining elements already known but wrongly assumed to be unrelated to each other.

THE CREATIVITY PROCESS

IDEA GENERATION

This is the seeding stage of a new idea. It is the stage where the entrepreneur recognises an opportunity exists. We have to prioritize and choose from the numerous ideas available. Your creative desires, market research, and decision-making provide technical materials raw materials for creative choice.



PREPARATION

During the preparation step of the creative process model, an individual becomes curious after encountering a problem. Examples of problems can include an artistic challenge or an assignment to write a paper. During this stage, he/ she may perform research, creates goals, organize thoughts and brainstorm as different ideas formulate. For example, a marketing professional may prepare for a marketing campaign by conducting market research and formulating different advertisement ideas.

Incubation

While the individual begins to process their ideas, he/she begins to synthesize them using their imagination and begins to construct a creation. The individual does not actively try to find a solution, but continues to mull over the idea in the back of their head.

ILLUMINATION

Also called the eureka stage. This is when the idea pops up clearly and the individual recognizes the idea as feasible and realizable, ready for launch. Entrepreneurs get useful sources of ideas are the Internet, other people, books, magazines, newspapers. At this point you should consider “problems” as design challenges, and remain open to possible solutions that emerge.

VERIFICATION

Also called the validation or testing stage. This is where the idea is verified to prove that it has value. This is the most difficult phase of creativity as obstacles begin to appear. The idea may



also start evolving and taking a different direction. Sometimes the individual is forced to go back to the previous phases. You may be faced with the choice of whether or not to evolve your creation. If is complex, you could release a core feature-set, then evolve it by adding features through staged releases. Verification might entail using your creation as a component for something new.

How it's essential for business success;

The creativity process is deemed as essential for business success as it contains the five elements that are capped as testers of getting to know if a business is ideal to start. Its advantages and disadvantages, it also helps pinpoint what need to be included and excluded as it acts as a direct guideline. Thus to see if an idea can work or not, hereby its essential for business success as it plays a major role in establishing an idea into a strong firm foundation and making it workable.

Thereby I would conclude that truly the creative process acts as an essential part in obtaining business success.

TYPES OF INNOVATION

1. Invention innovation

The creation of a new product or service. Something that has not been tried before. It is considered out-of-the-blue solutions that cannot be compared to any existing practices or techniques. These innovations employ new technologies and create new markets. An example was like the bringing up of the Mpesa in which sending of money via phone mobile banking.



2. **Extension innovation**

The expansion of an existing product or service. Which means that the entrepreneur takes an existing idea and applies it differently e.g. a new use for a product like soda ash used to make salt can also be used to wash tiles well. It involves new technology that departs from established systems of production, and in turn opens up new linkages to markets and users. It is characterized by the creation of new industries as well as the reformation of old ones.

3. **Duplication innovation**

Copying (replicating) an existing product or service and then adding the entrepreneurs own creative touch. In order to improve it. Disrupts and renders established technical and production competence obsolete, yet is applied to existing markets and customers. It is dominated by technology push and often follows on the heels of architectural innovation. An example is sunlight washing detergent and some others which copied concept of omo brand and entered the Kenyan market

4. **Breakthrough Innovation/Radical innovation-** Breakthrough innovations are extremely unique innovations that set to discover the basis of further innovation in an area. like steam engine, computer, internet, nanotechnology, Airplane and artificial life.

5. **Technological Innovation-**

Technological Innovations are actually advancement of existing technology at a meaningful level so that can be used for further innovations. Examples are like Voice & Text messages, Phones.



6. Ordinary Innovation

Ordinary Innovations occurs most frequently. These innovations are usually better in technology or services to have a better market appeal. Ordinary innovation has more market pull than the technology Pull because Ordinary innovations are done after the market analysis. Examples are Football shows, new applications for PC and a better supply chain and distribution for customers.

7. Incremental Innovation

Incremental innovation exploits existing products, processes or technologies by improving on what currently existed. Incremental innovation is all about doing what you have to do in order to keep a product up to date... enhancing products so as to be more effective or improving operability, reducing costs and improving quality. By making incremental improvements to your product that keep your customers engaged. An example is like that of Safaricom in which its rates are reduced to attract more customers and also retain existing ones.

8. Experience innovation

Companies that try to create holistic experiences by emotionally engaging their consumers. Example is that of making a home have a view of nature and still having the car in the house.

9. Blue ocean innovation

Blue Oceans represent the unknown market space, i.e. all the industries not in existence today. Blue oceans are defined by untapped market space, demand creation, and the opportunity for highly profitable growth. In blue oceans, competition is irrelevant because the rules of the game



are not set. Blue oceans can be created by expanding existing industry boundaries or by reconstructing industry boundaries. Example creating a flying car.

10. Sustainable innovation

Eco-innovation is a term used to describe products and processes that contribute to sustainable development. Cars using hydrogen as fuel.

How it's essential for business success;

In innovatively what stands out is the ability to transform ideas that are unique into reality; this reality can be used to transform our daily life as it may be an easier option compared to what was being used before. This is essential to success of a business as it draws in more customers plus it gains more reputation for such good and clear innovative techniques made to simplify normal day to day duties affecting common man.

Thus, innovation helps a business grow indeed and makes it branch out exploring different fields thus growing well and establishing itself in the market.

