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English Version

## Innovation management - Part 6: Creativity management

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

Innovationsmanagement - Teil 6: Kreativitätsmanagement

This Technical Specification (CEN/TS) was approved by CEN on 27 October 2014 for provisional application.

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EUROPEAN COMMITTEE FOR STANDARDIZATION  
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EUROPÄISCHES KOMITEE FÜR NORMUNG

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## Foreword

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

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. CEN [and/or CENELEC] shall not be held responsible for identifying any or all such patent rights.

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.

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## 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*.