



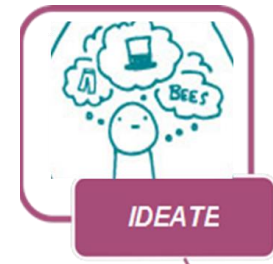
**UPM**  
UNIVERSITI PUTRA MALAYSIA  
BERILMU BERBAKTI

# **Kursus Kreativiti Di Tempat Kerja 13 September 2021 (8.30pagi–4.30 petang)**

*Penjanaan Idea !*



# Penjanaan Idea



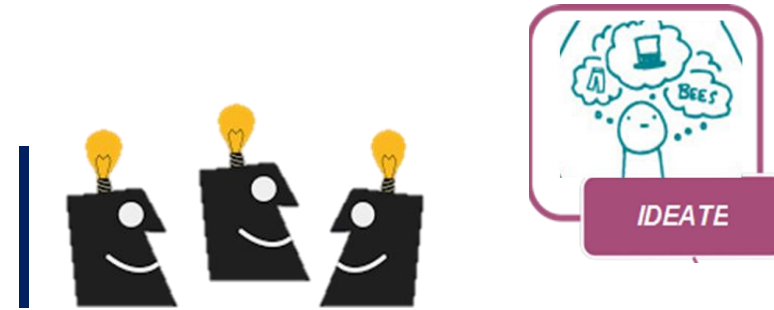
- Penjanaan idea melibatkan **proses menghasilkan idea** atau **solusi kreatif** bagi sesuatu isu yang telah dikenalpasti dalam proses takrifan.
- Proses ini penting dan memerlukan **penglibatan serta komitmen penuh semua pihak** dalam menghasilkan **idea yang bermanfaat kepada pengguna.**

# Keperluan menjana idea



- **Merekabentuk idea atau solusi yang radikal**
- **Meneroka kaedah atau pilihan penyelesaian yang lain**
- **Mengetahui perspektif di luar jangkauan**

# Tips sumbang saran yang berkesan



Satu perbualan pada satu masa

Pentingkan kuantiti (input maklumat)

Membina dan tambahbaik idea

Galakkan idea luar daripada kebiasaan

Gunakan bahan terpakai bagi

Mencetuskan idea

Jangan lari daripada topik

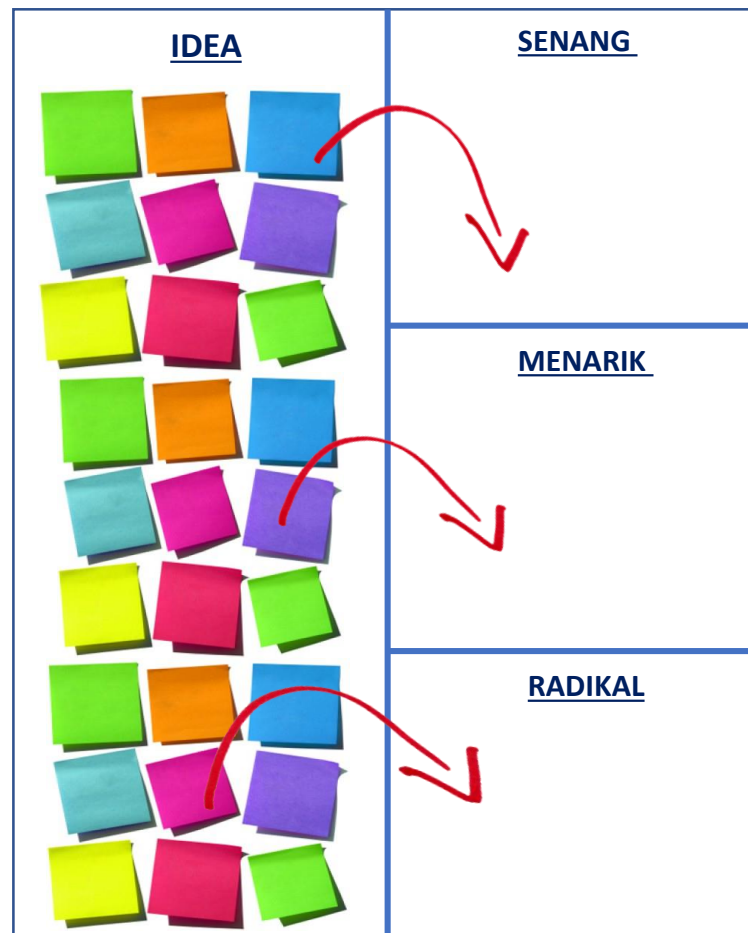
Gunakan konsep Bagaimanakah kita .. (*How*

*might we*)



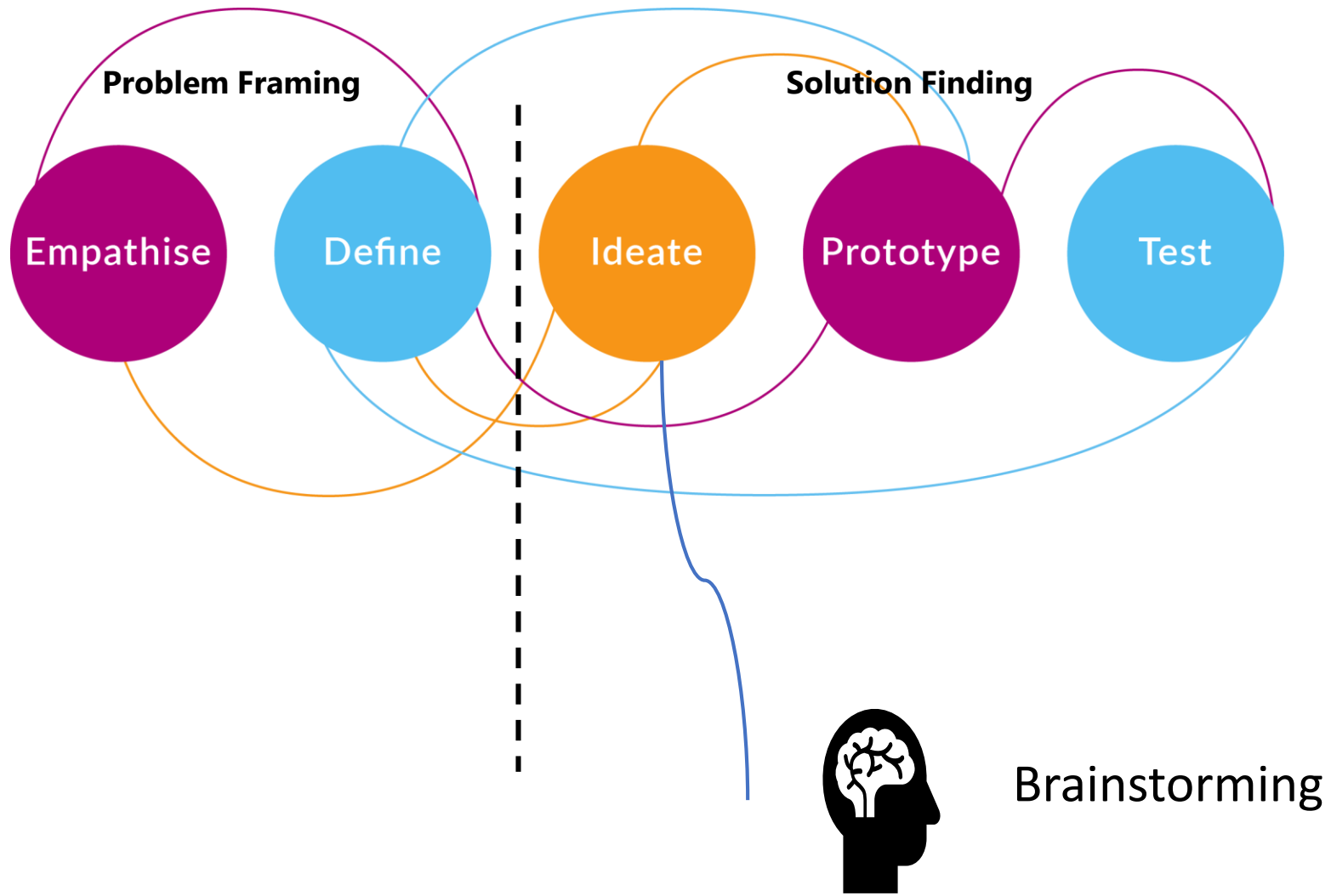


**1** Brainstorm idea



**2** Kategorikan idea

**3** Pilih Idea



# Penjanaan Idea

Keputusan penjanaan idea:

- Merekabentuk idea atau solusi yang radikal
- Meneroka kaedah atau pilihan penyelesaian yang lain
- Mengetahui perspektif di luar jangkaan



Brainstorm rules

ENCOURAGE WILD IDEAS

DEFER JUDGEMENT

BE VISUAL

STAY FOCUS

BUILD ON THE IDEAS OF OTHERS

ONE CONVERSATION AT A TIME

GO FOR QUANTITY



*How-Might-We*



Sumbang saran /  
Radas lain



Undian idea

**Jom Pilih Idea**

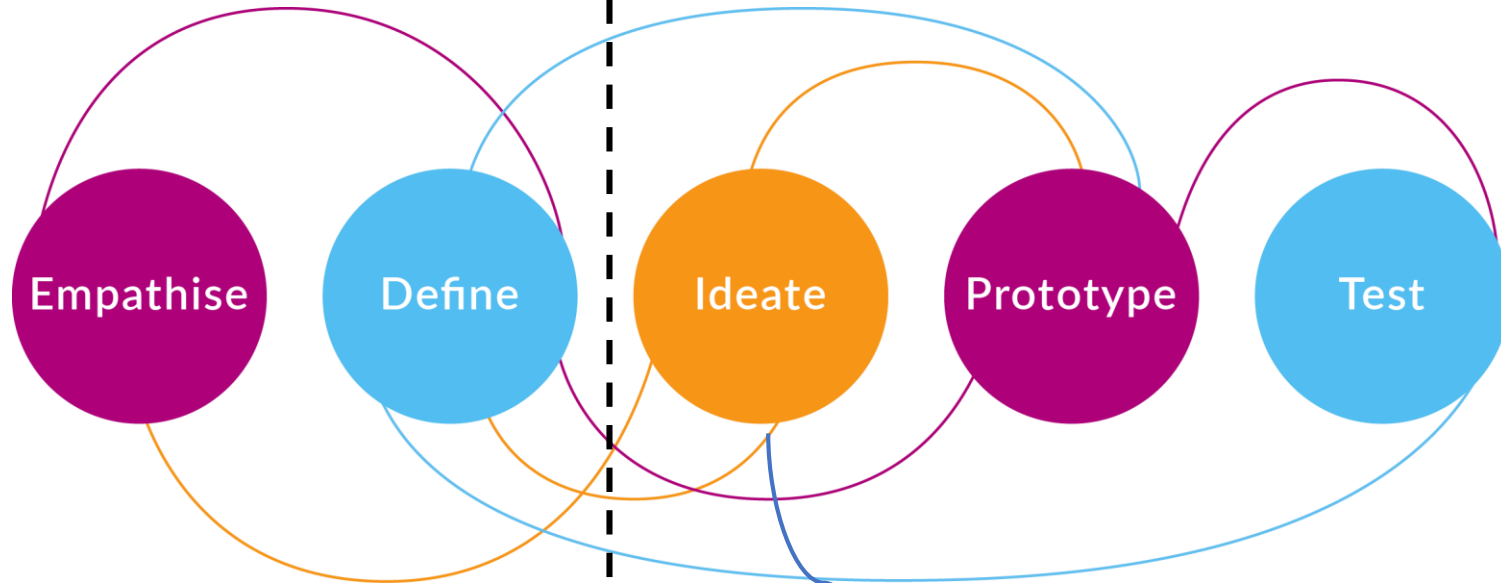
**Senang**

**Menarik**

**Radikal**

**Problem Framing**

**Solution Finding**



Empathise

Define

Ideate

Prototype

Test

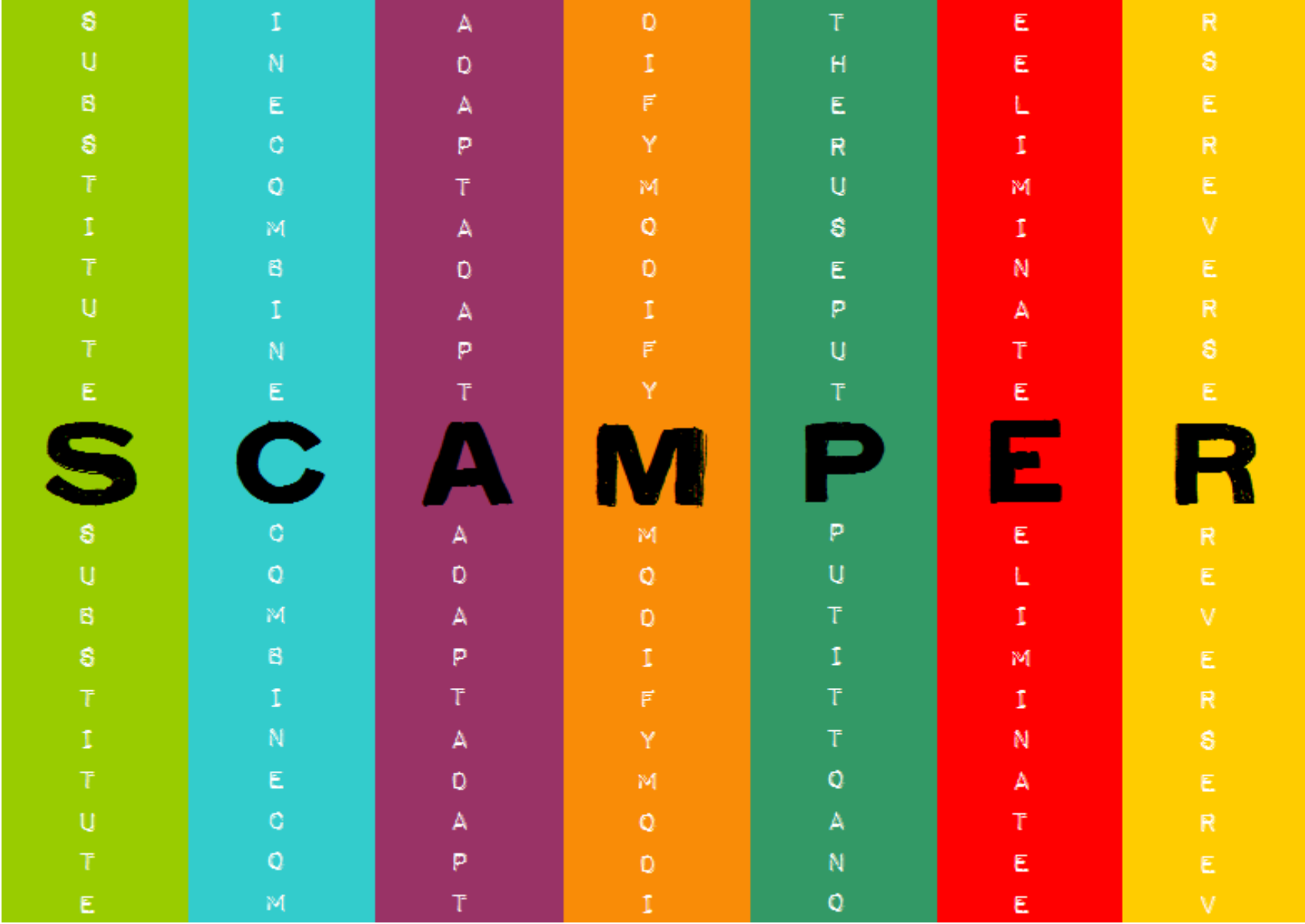


Brainstorming

.....







# SCAMPER

- SCAMPER asalnya adalah dari **senarai soalan** yang boleh membantu melahirkan idea dalam sesi **brainstorming**.
- Sebahagian soalan adalah dari Alex Osborn.
- Bob Eberle telah menyusun semula soalan-soalan menjadi bentuk mnemonic (designed to aid the memory)

**S**

=

**Substitute (ganti)**

**C**

=

**Combine (gabung)**

**A**

=

**Adapt (penyesuaian)**

**M**

=

**Modify/Magnify (mengubahsuai)**

**P**

=

**Put it to some other use (kegunaan lain)**

**E**

=

**Eliminate (singkir/buang)**

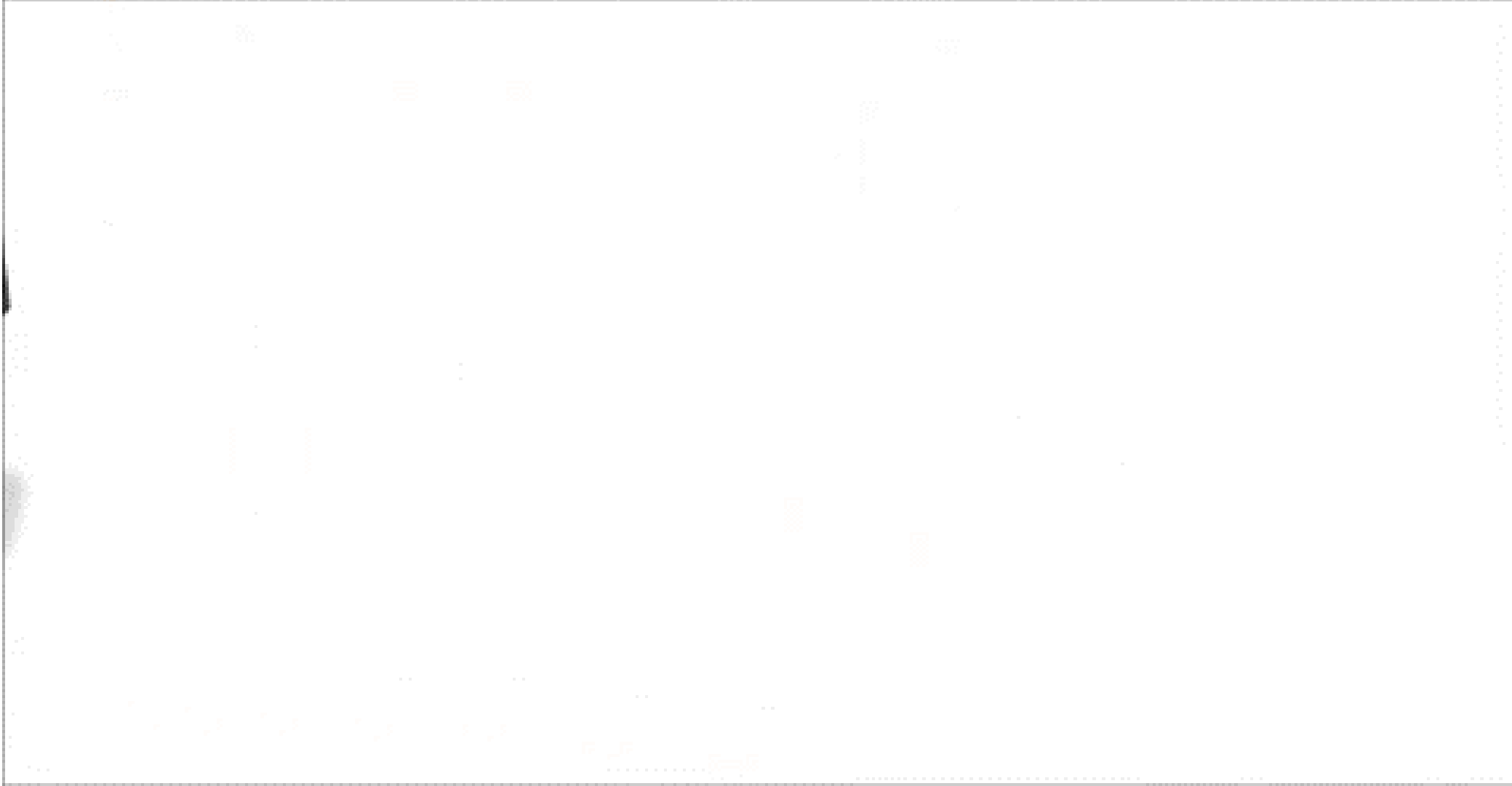
**R**

=

**Reverse or Rearrange (terbalik/susun semula)**

**Tayangan Video**

**S C A M P E R**



# TRYS SCAMPER!

and finally!  
R  
is for "reverse or re-arrange"

shell on the inside  
chocolate on the outside!



E  
is for "eliminate"

what if we took something away  
from smarties?  
the colour?



eggs



a chicken house?



P  
is for "put to other uses"



M  
is for "modify, maximise or miniaturise"  
or giant ones!



that would be  
in what  
size?

Hey! You know brainstorming right?



There is a way  
to get even better  
new  
and  
different ideas  
called

if we

"substitute"  
something in a smartie  
for something else  
WHAT MIGHT WE GET?



and see how many different  
products of smarties we can come up with  
using  
S  
C  
A  
M  
P  
E  
R



let's take

and this is how it works:

S  
C  
A  
M  
P  
E  
R

a  
checklist  
creativity technique

Substitute  
Combine  
Adapt  
Magnify, miniaturise or modify  
Put to other uses  
Eliminate  
Reverse or re-arrange

Yep!  
out goes the chocolate  
and  
in comes the fruit

nooo!! not the chocolate!!!

what else?

substitute the shell and get..



A  
is for "adapt"

wooo! what does that mean?  
adapt other ideas  
adapt other on you  
copy and add to  
adapt from the past

with ice cream?



with cake!



C  
is for "combine"



# *Creative Management*

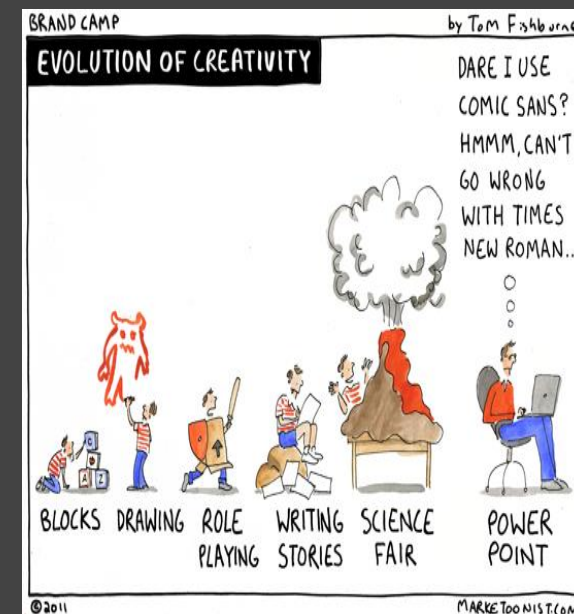
*is the study and practice of management, drawing on the theories of creative processes and their application at individual, group, organizational and cultural levels*



# The Creative Organisation



Picture 2. Every person is motivated by different things





**STRATEGIES** – Creativity  
Management

# PEMBOLEH DAYA PEMBANGUNAN INOVASI DAN KREATIF YANG BERKESAN

02

PERANAN UNIT  
INOVASI/  
KREATIVITI

03

PERUNTUKAN  
KEWANGAN

04

FASILITI

05

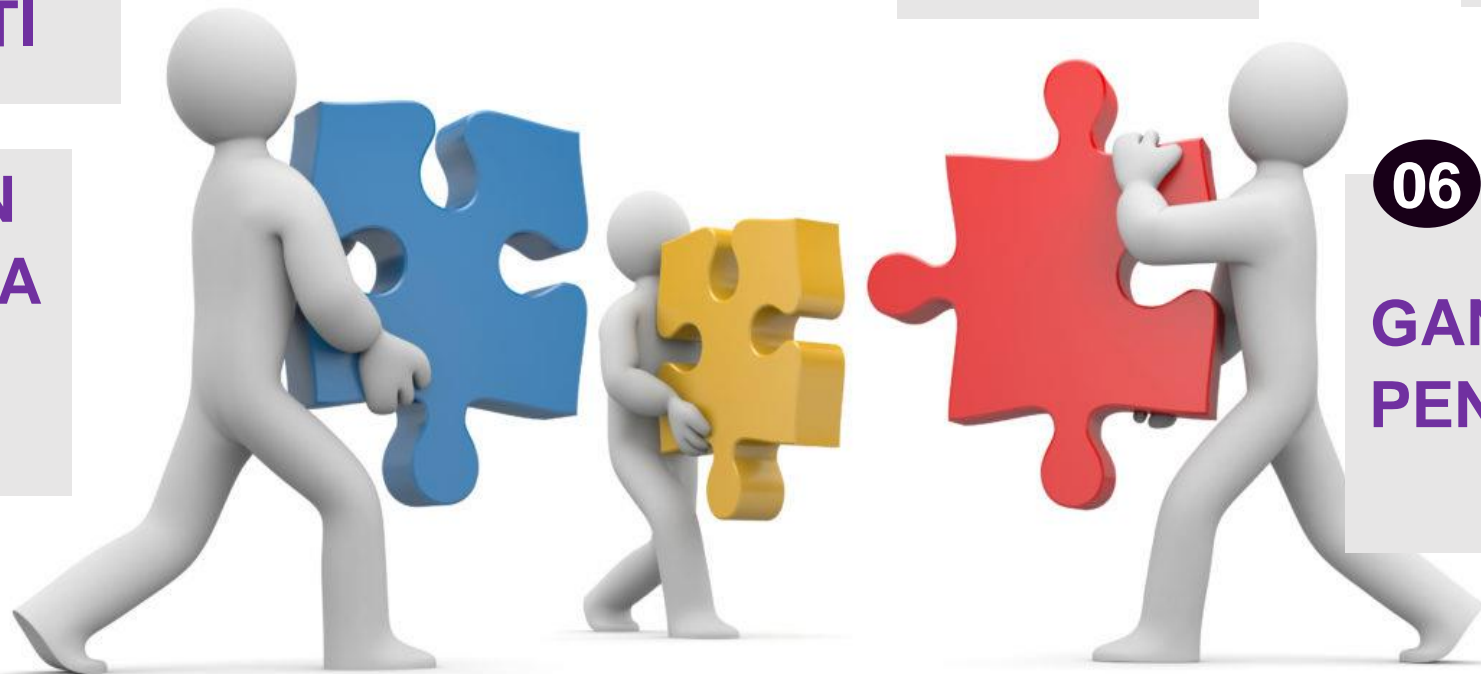
KREATIF  
DAN  
BERINOVATI  
F

01

PEMANFAATAN  
JAWATANKUASA  
KERJA /  
PEMANDU

06

GANJARAN DAN  
PENGIKTIRAFAN



## Ulasan Kumpulan Bagi Pembolehdaya di Kementerian/Jabatan/Agensi dalam menyokong aktiviti kreatif (pelaksanaan idea kreatif)

Bil.	Pembolehdaya	Ulasan Kumpulan
1.	Pemanfaatan Jawatankuasa Kerja atau Pemandu	
2.	Peranan Unit Inovasi & Kreatif Dalam Membantu pelanggan	
3.	Peruntukan Kewangan	
4.	Fasiliti	
5.	Kompetensi dalam Berkreativiti & Berinovasi	
6.	Ganjaran dan Pengiktirafan	