INOVASI DAN KREATIVITI ASPIRASI KECEMERLANGAN

Disampaikan oleh

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Pegawai Latihan Kanan

Kluster Inovasi & ICT

Institut Perkhidmatan Awam

- ❖ memahami pengertian dan perbezaan antara inovasi dan kreativiti
- ❖ penggunaan alat-alat (tools) yang boleh menjana inovasi dan kreativiti
- ❖ mewujudkan Ecosystem Inovasi dan Kreativiti Ke Arah Kecemerlangan

OBJEKTIF
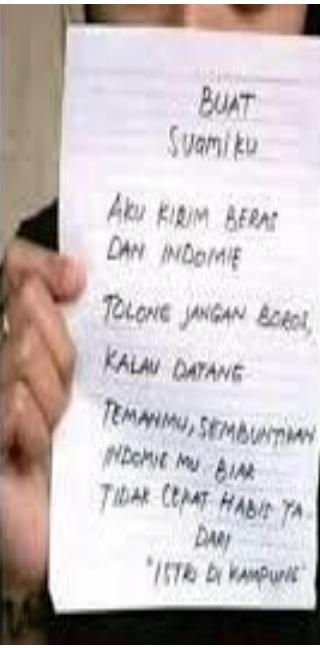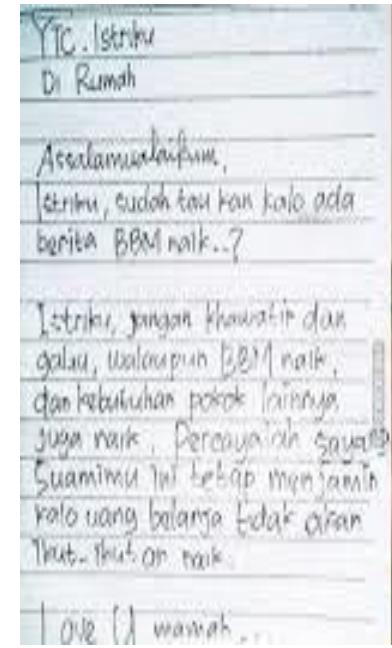
# Aktiviti Berkumpulan: "Kreatinovasi"

Arahan :

1. Gunakan semua barang yang telah disediakan dalam sampul surat.

2. Gunakan 3-5 barang tambahan yang ada pada ketika ini.

3. Hasilkan ciptaan & slogan (tagline) dalam masa 15 mins sahaja.

4. Catat senarai barang-barang yang telah digunakan

5. Namakan ciptaan tersebut

6. Tulis Nama Kumpulan & Ahli Pencipta

Dulu lain, Sekarang Lain……..
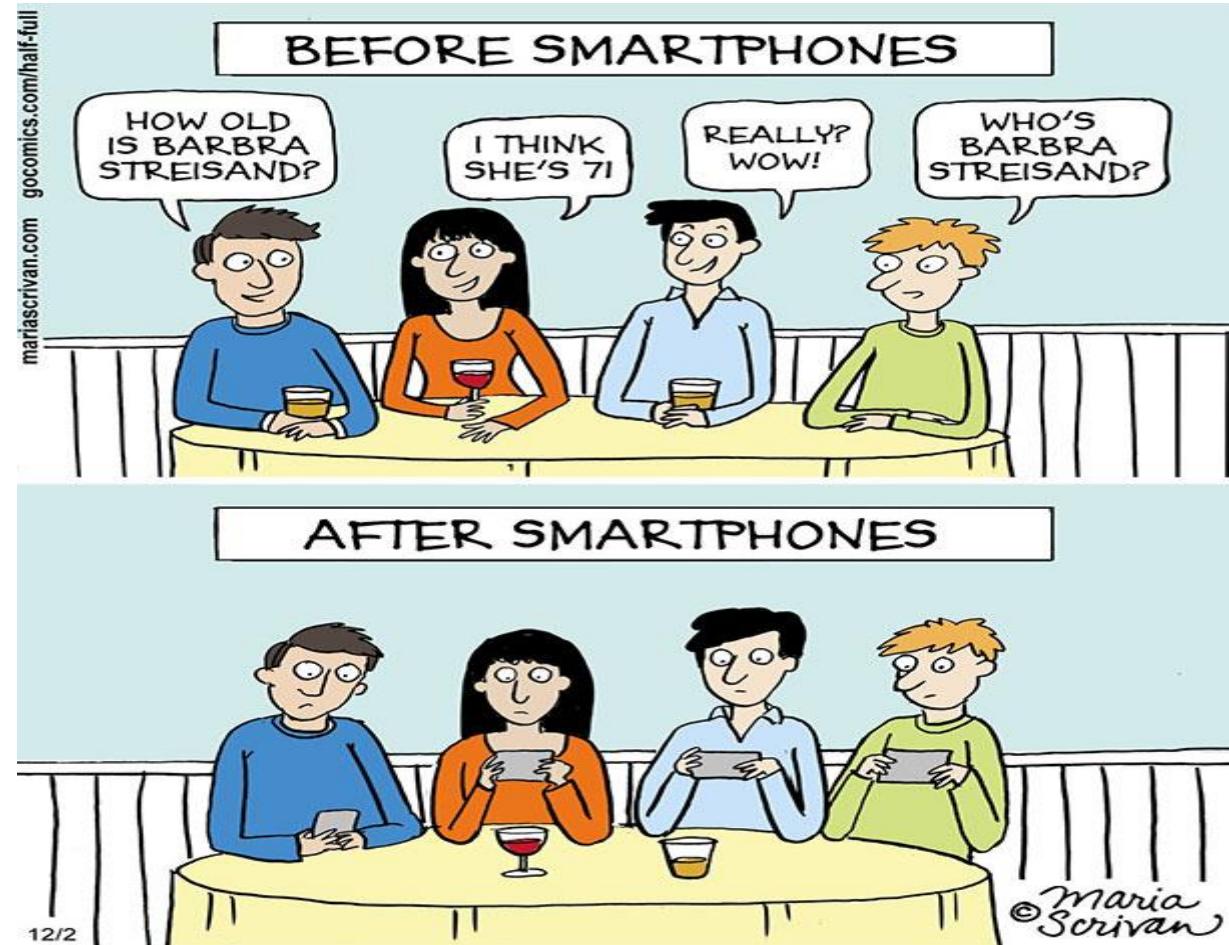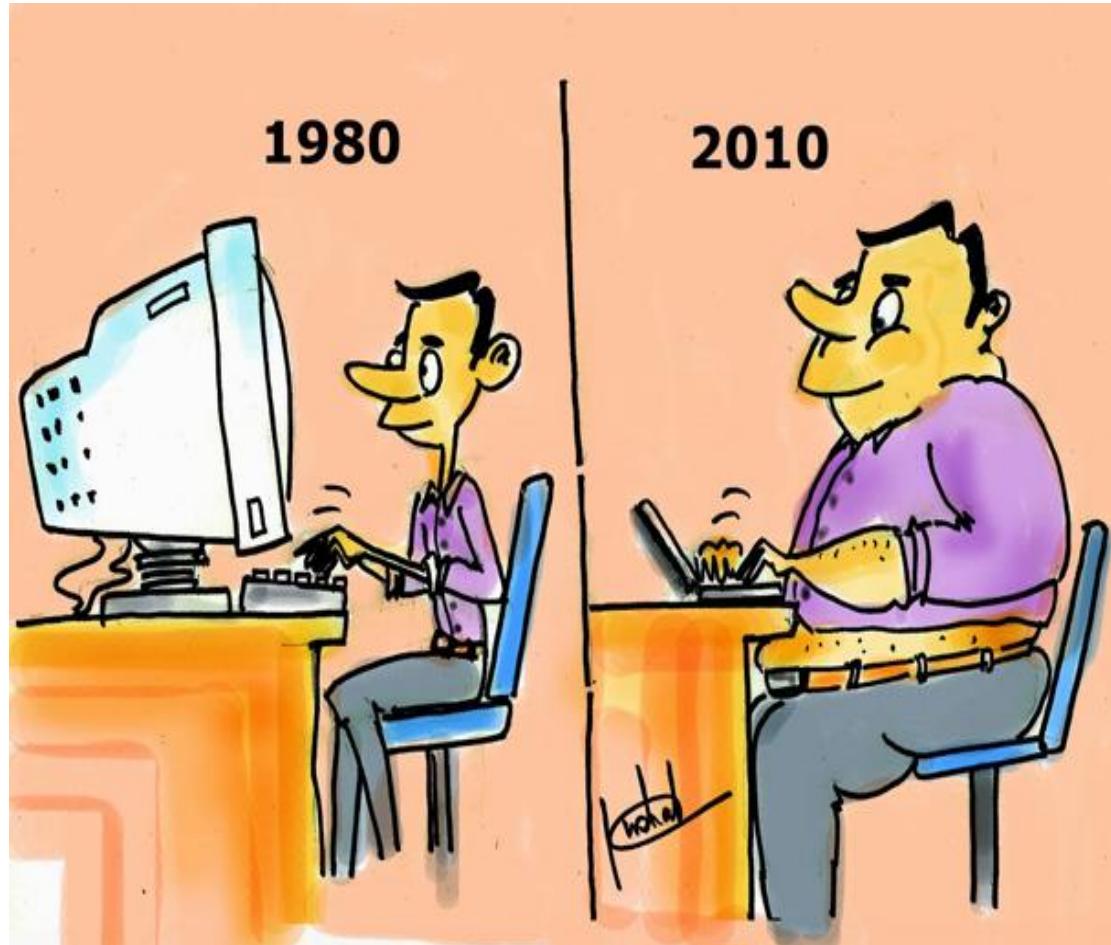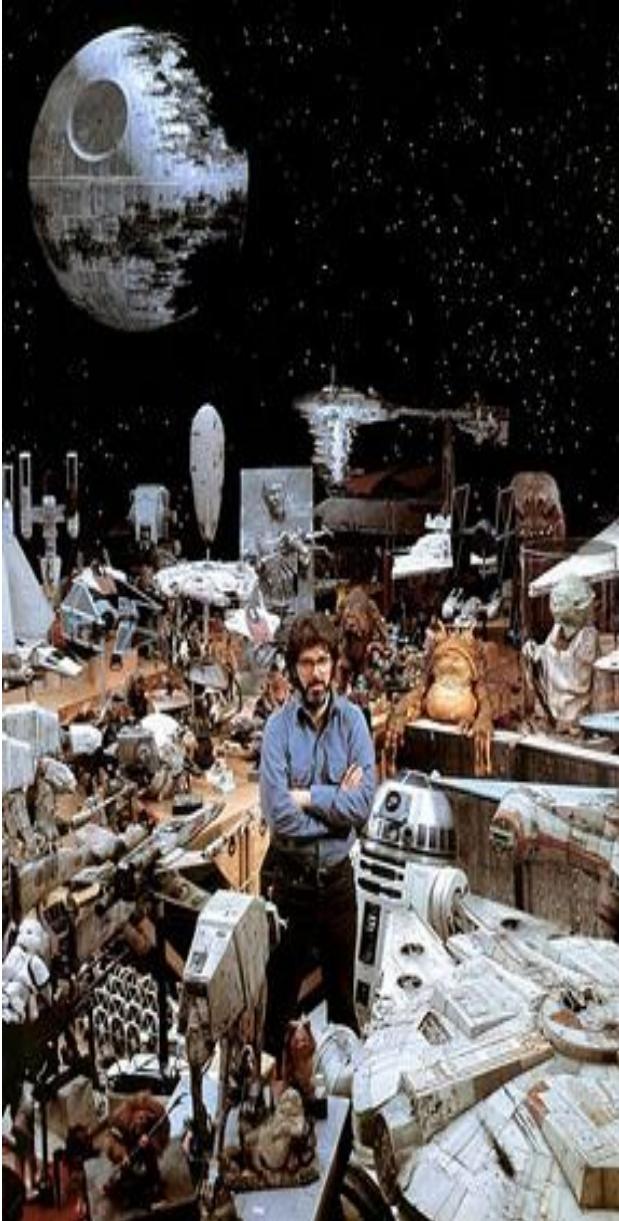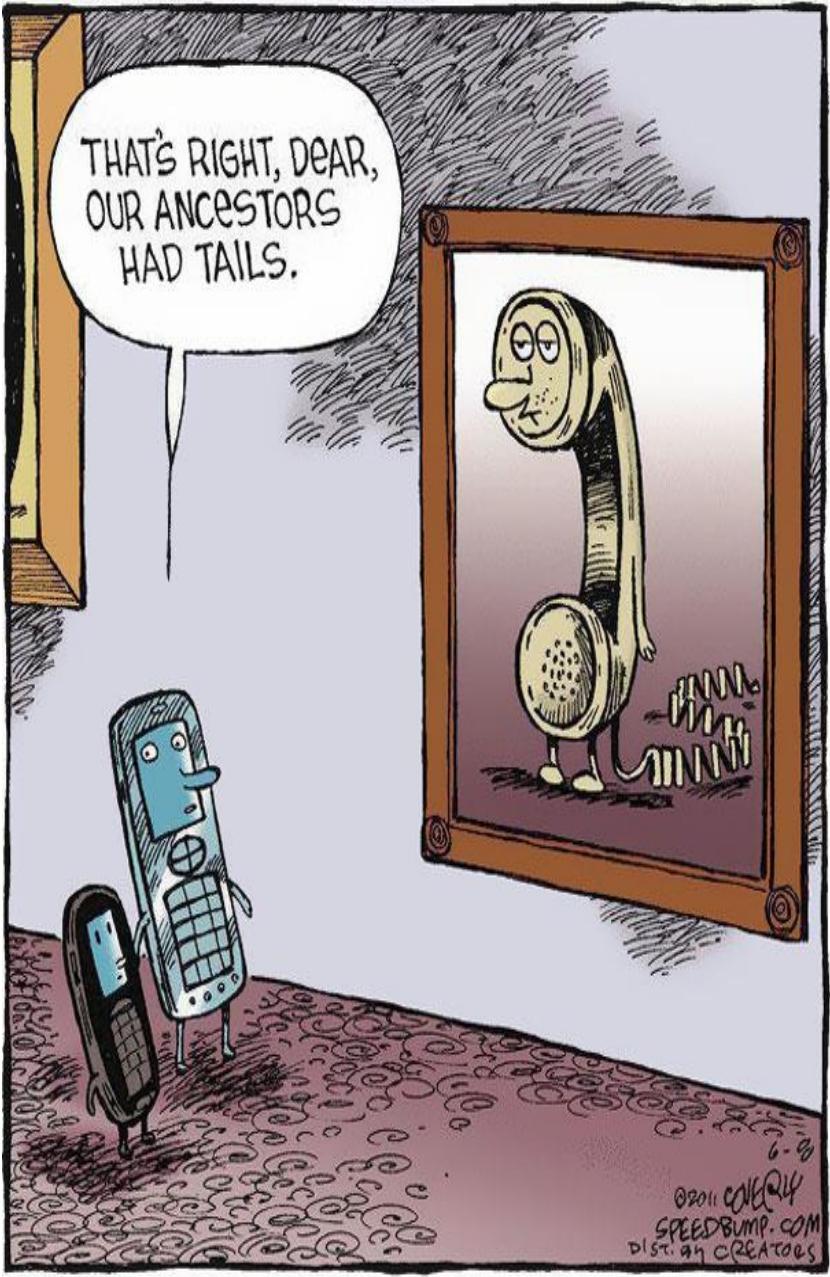
Running

#InovasiTanpaSempadan #NormaBaru
#KreativitiTanpaBatasan

INNOVATION & CREATIVITY

- **What is Innovation in three words**

- **What is Creativity in three words**

Go to www.menti.com and use the code 2710002

Relationship between Innovation & Creativity
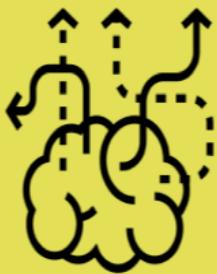
CREATIVITY

The act of turning new and imaginative ideas into reality.

INVENTION

Creation of a new idea or concept
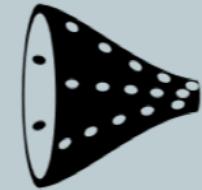
INNOVATION

Turning a new concept into commercial success or widespread use

THINKING DOMAIN
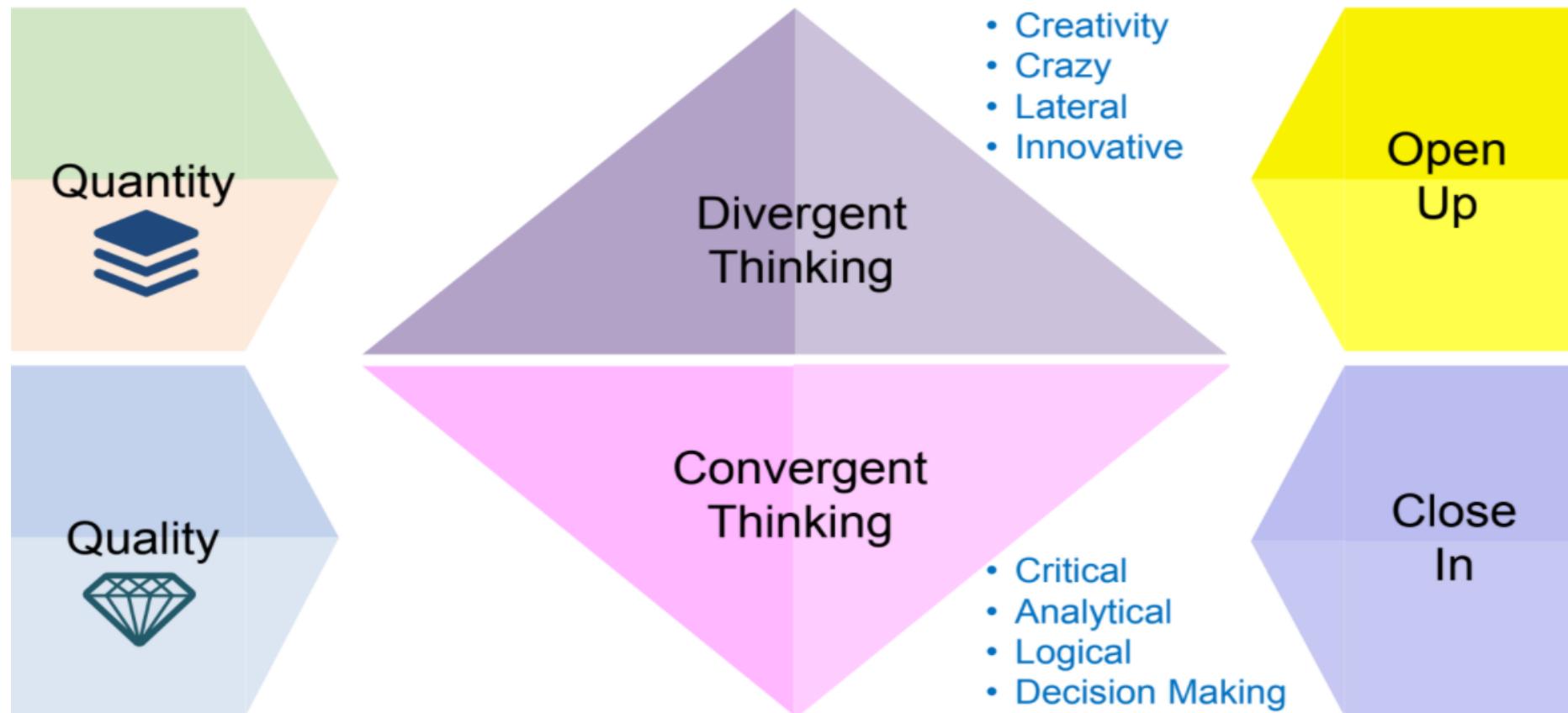
Creativity By Age
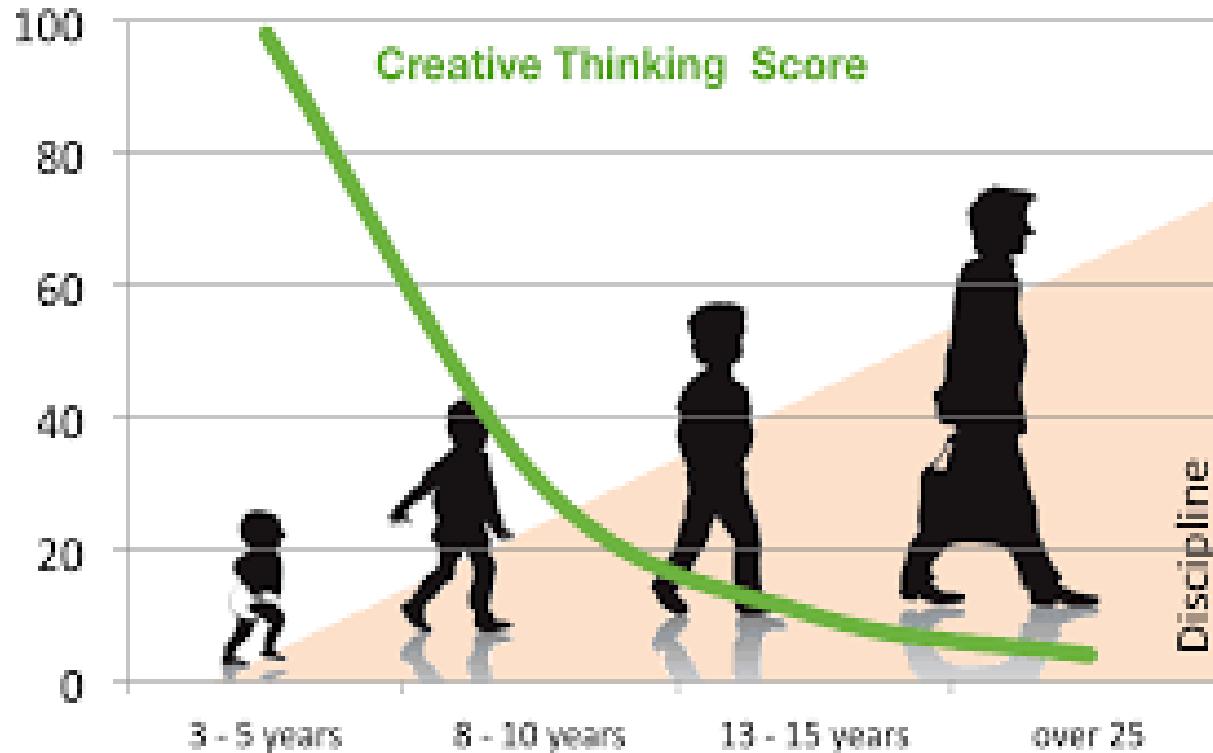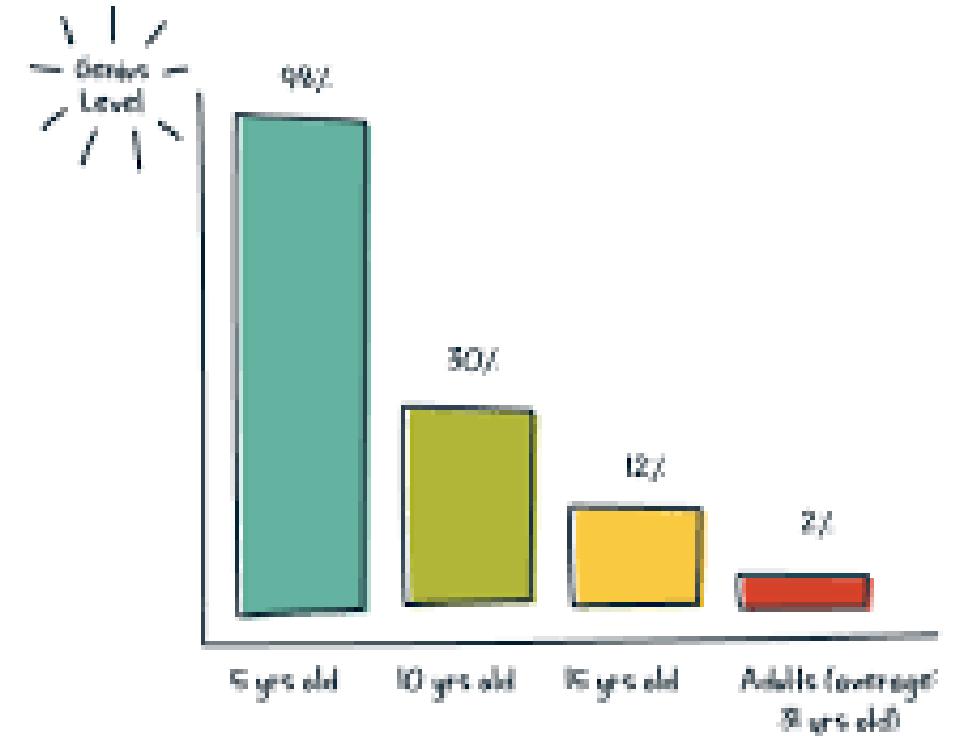
- **Inovasi yang berlaku di agensi masing-masing.**

- **Inovasi yang berlaku di negara lain yang dapat ditandaaras (Benchmark)**

- **Kebaikan yang diperolehi hasil dari inovasi berkenaan**

THE GREATEST MOVIE

SCENE OF ALL TIME

take a breather

IT'S BREAKTIME

IT'S TIME

Eat Something

SIT DOWN

&

Breathe

DAYDREAM

Delicious

COMMUNICATE

SNACK

enjoy!

inspire

WORK

UNWIND

RELAX

&

EAT

"BON APPETIT"

FEED

YOUR BRAIN

TASTE

create and collaborate
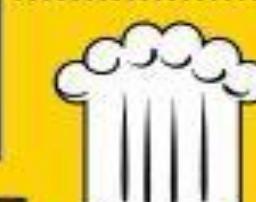
INNOVATION & CREATIVITY TOOLS

Reframing

Reframing is a technique used in therapy to help create a different way of looking at a situation, person, or relationship by changing its meaning. Also referred to as cognitive **reframing**, it's a strategy therapists often used to help clients look at situations from a slightly different perspective.

- Negatif -----Positif

- Masalah ----- Penyelesaian

- Keburukan -----Kebaikan

- Cabaran ----- Bantuan

Problem → Solution

Reframe
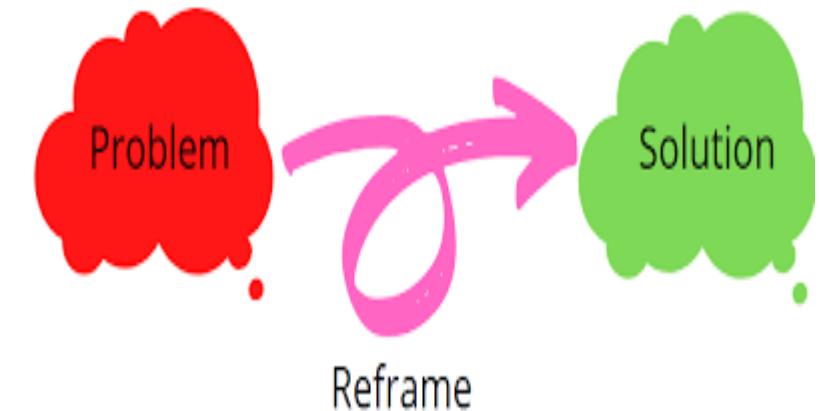
SEES WHATSAPP BLUE TICK

NO REPLY

memegenerator.net
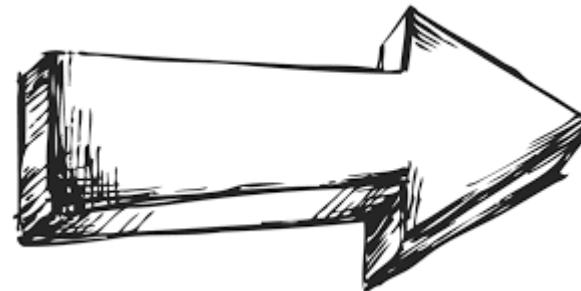
Blueticks on messages unreplied, are answers too.

True Story

Mindmap

Mind mapping is a visual information management tool that helps us structure, organise, memorise, arrange, brainstorm and learn information in a highly specialised way.

Mind map allows us to clearly visualize all of our thoughts and ideas before our eyes by capturing what we have in our head, we make space for other thoughts.

SCAMPER

7 STEPS to GREAT BUSINESS IDEAS

SCAMPER is a framework designed to help you come up with fresh ideas, whether for a product, a service or a process, by starting with something that already exists and subjecting it to 7 areas of questioning. Below are the 7 areas and sample questions to get you to the solution you're seeking.

SUBSTITUTE
- Other properties?
- Other time/place?
- Other people?
- Other feelings/attitude?

COMBINE
- One product with another?
- Purposes/objectives?
- Talents/resources?
- Steps/activities?

ADAPT
- To a different context?
- Using borrowed features?
- Using ideas outside your field?
- To another market/situation?

MODIFY/ MAGNIFY
- Features/steps?
- Physical qualities?
- Size/duration/pricing?
- Frequency?

PUT TO ANOTHER USE
- For other users?
- To solve other problems?
- Using the by-products?
- To work elsewhere?

ELIMINATE
- How to simplify?
- What are non-essentials?
- Make it smaller?
- Reduce cost/time/effort?

REVERSE/ REARRANGE
- Interchange components?
- Use another order?
- Reverse everything?
- Exchange roles?

Connect + Mix

Create something new from the mixture of features from two or more different things / objects. Examples …

a) Car + home = caravan

b) Tooth pick + cotton = cotton bud

c) Telephone + remote = hand phone

d) Dragonfly + airplane = helicopter

Root Cause Analysis

Fishbone Diagram

Machines — Storage and cooking equipment — Poor hygiene, Poor maintenance

Methods — Recipe — Flawed, Not Followed

Materials — Not Fresh, Not as per prescribed quality — Raw material, Unhygienic packaging

Environment — Too hot will impact quality of food, Humidity also affects food quality

Measurements — Incorrect quantity of spices

Personnel — Mis-handling, Unhygienic storage, Insufficient training on how to cook and store

Bad Burgers

WallStreetMojo

Bangau oh bangau!
Mengapa engkau kurus
Bagaimana aku tak kurus
Ikan tidak timbul (2 kali)

Ikan oh ikan!
Mengapa tidak timbul
Bagaimana aku nak timbul
Rumput panjang sangat (2 kali)

Rumput oh rumput!
Mengapa engkau panjang
Bagaimana aku tak panjang
Kerbau tak makan aku (2 kali)

Kerbau oh kerbau!
Mengapa tak makan rumput
Bagaimana aku nak makan
Perut aku sakit (2 kali)

STOP BANGAUING!

Poka Yoke (Mistake Proofing)

6 Principles of Mistakeproofing

- Elimination
- Prevention
- Replacement
- Facilitation

Prevent Occurrence of Human Error

- Detection
- Mitigation

Minimize Effects after Occurrence of Human Error

Confusion → Poka-yoke → Clarity
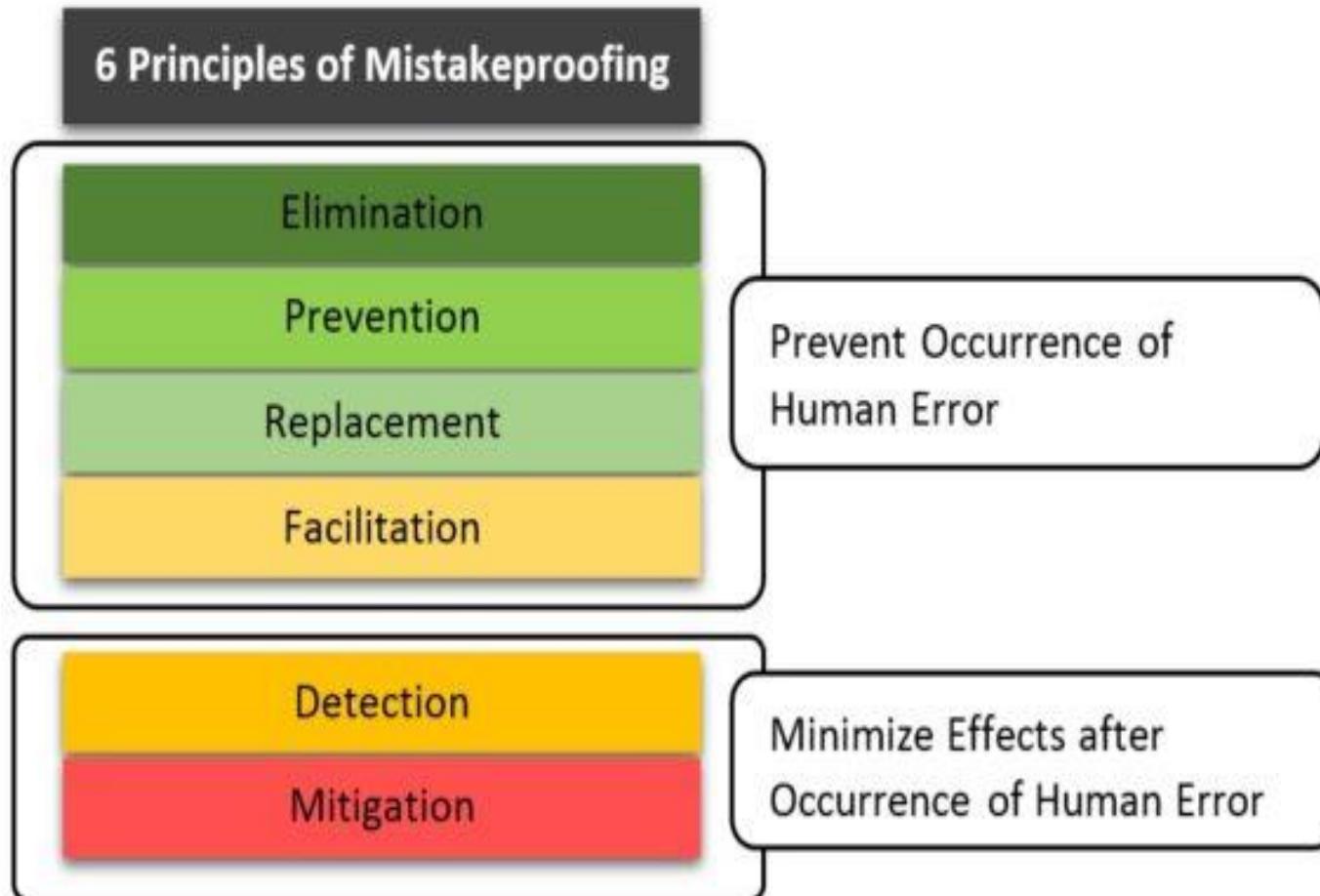
Barriers to Innovation

The biggest **barriers** to innovation are...

Politics/Turf Wars/No Alignment	55.1%
Cultural Issues	45.3%
Inability to Act on Signals	41.6%
Lack Budget	40.8%
Lack Strategy, Vision	35.6%
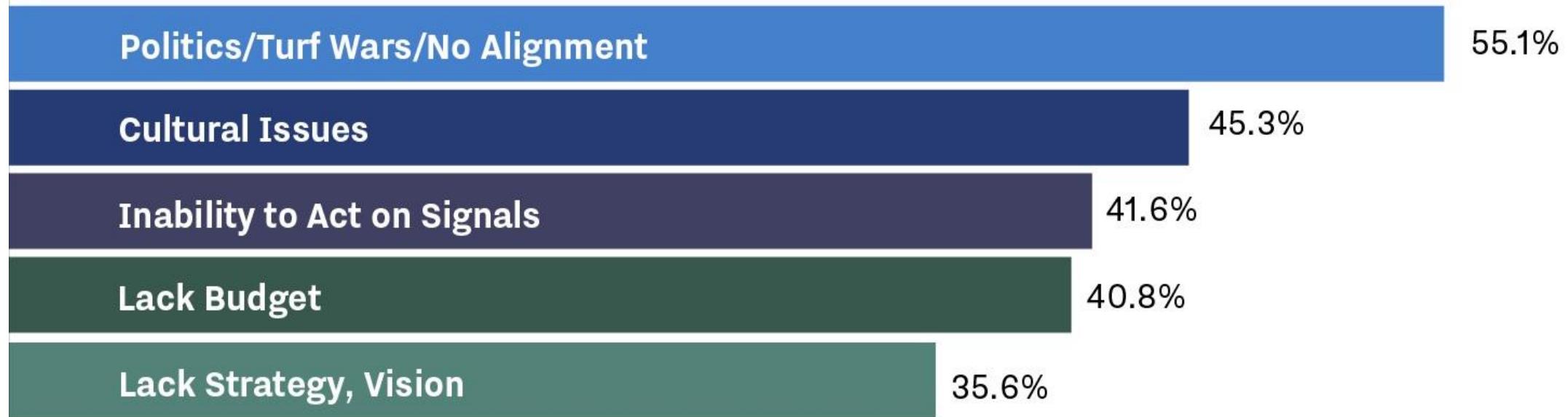
Benchmarking Innovation Impact 2018

ECOSYSTEM TOWARDS EXCELLENCE

Wawasan Brunei 2035

Highly educated, skilled and accomplished people

**High quality of life**

Dynamic and sustainable economy

Digital Economy is the key enabler to propel Brunei Darussalam to the status of a Smart Nation. For Brunei Darussalam, Smart Nation is driven by Digital Government, Digital Economy and Digital Society.

This means we need to go beyond enabling connectivity by leveraging on digital technologies and enriching our society with the necessary skills and knowledge.

Smart Nation is characterised by :-

• Vibrant and diversified economy;

• Improved competitiveness and economic growth by developing infrastructure, innovation, data capability, human capital and other resource; and

• Improved quality of life, public services, schools, safety, mobility of people and to achieve environment sustanability

Smart Nation

DIGITAL ECONOMY MASTERPLAN 2035
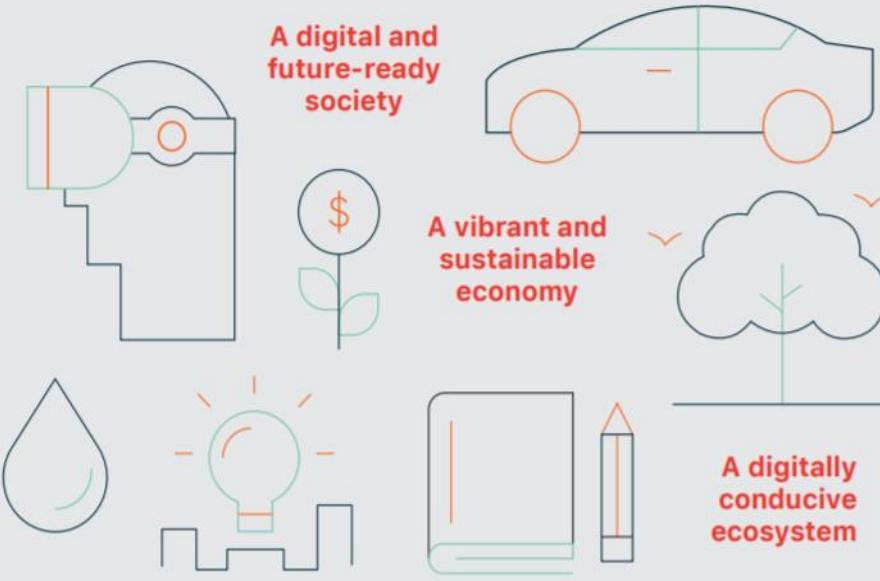
Current Digital Landscape

EGov Development Index
(out of 193 countries)

2014   2016   2018

59
83
86

E-Government Development Index
from United Nations E-Government
Survey by United Nations (UN)

Global Cybersecurity Index
(out of 194 countries)

2014   2017   2018

16
53
64

Global Cybersecurity Index by
International Telecommunications
Union (ITU)

ICT Development Index
(out of 176 countries)

2016   2017

53
54

ICT Development Index from
Measuring the Information
Society Report by International
Telecommunications Union (ITU)

Global Innovation Index
(out of 129 countries)

2017   2018   2019

67
71   **71**

Global Innovation Index from The
Global Innovation Index Report by
World IP Organisation (WIPO)

Key Projects

Timeline years: 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025

Sectors (left axis): Energy, Agri-food, Financial Services, Business Services, Education, Health, Tourism, Halal, Logistics & Transportation

Projects by sector:

Energy:
- Smart Meter

Agri-food:
- Pilot Smart Farming & IOT

Financial Services:
- TAFIS
- One Common Billing System
- E-Property Tax
- Land Payment
- National Welfare System
- National Business Service Platform

Business Services:
- Mobile Wallet
- Digital Payment
- Data Analytics

Education:
- Innovation Lab
- Smart Classroom Pilot
- School Network Infrastructure
- National Education Management System

Health:
- BruHims Enhancement

Tourism:
- Data Analytics & Big Data

Halal:
- Halal Certification System

Logistics & Transportation:
- Smart City: E-Hailing
- Public Transport Information System
- Intelligent Transport System (ITS)

Vertical bar projects:
- National Cybersecurity Framework
- National Registration System
- Government Data Center & Cloud Infrastructure
- Central Account Password Privilege Management Platform
- Public Cloud Adoption
- National Centralised Database System
- Digital ID
- Government Human Resource Management System
- Digital Economy Masterplan Mid-term Review
- Government Asset & Information System
- Digital Economy Masterplan Review and Planning for Beyond 2025

Legend:
- ● DEC Flagship
- ● Digital Government
- ● Private Sectors and PPP
- ● DE Masterplan

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Strategic Enablers

1 Smart Nation Platform

A robust and extensive Smart Nation platform is crucial to support a seamless service delivery among government agencies, businesses and citizens.

2 Digital Data Policy and Governance Framework

This will result in the establishment of a national data office that will oversee the policy and governance of data for personal, commercial and official purposes in the long run.

3 Policy and Regulatory Framework

Digital economy initiatives will be guided by policies and regulations in line with innovation and technological trends.

4 Cybersecurity

The increase in digital usage has brought about the need to protect data, infrastructure and networks from growing cyber threats. Trust is key, and with the establishment of Cyber Security Brunei (CSB), cybersecurity will continue to be addressed and prioritized.

5 Research and Development (R&D) and Innovation in Digital Technologies

R&D and innovation are crucial to power sustainable digital transformation plans.

Hello, Izhan

Ready for coffee?

07:15