

## Chapter 5

# Creative Accelerated Problem Solving (CAPS) for Advancing Business Performance

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### ABSTRACT

*Businesses are automated, complex, unpredictable, operating in a global marketplace with limited collective creative problem-solving intelligence for advancing performance. This chapter explores how business advance and succeed, by maximising individual creativity and problem-solving abilities. Literature reviewed in the last two decades revealed the latest evolving business trends, allowing for compared human versus automation performance, compared ROI and risk of innovative business factors, compared business beneficiary intelligence to consciousness levels, and correlated co-creative intelligence elements of psychomotor, cognitive and affective intelligences to engagement, awareness, and changed behaviour skills. A CAPS model is a management cascaded solution for co-creating business intelligence by enhancing individual creativity using these 15 elements: consciousness, know yourself, brain knowledge, imagination, problem solving, creative thinking, speed reading, mind maps, mind management, memory skills, responsibility, goal setting, stress, success, and accelerated learning.*

### INTRODUCTION

Business performance is sometimes hindered by adaptive challenges, those problems that we do not have ready-made solutions for (Suutari, 2002; Yi, Ngai & Moon, 2011). Businesses need agile managers and employees to solve problems creatively (Duan, Edwards & Dwivedi, 2019). The rapid pace and advancements in human and technological adaptations is fast indicating that consciousness, thinking and emotive levels can be automated and probably soon will be (Ekbia & Nardi, 2014). For now, for the immediate future, how can businesses harness the creative intelligence of their workforce to accelerate development and improve individual, team and organisational performance? This is the research ques-

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tion addressed in this chapter. The methodology was a 5-step predictive analysis and synthesis approach, used to identify, select, synthesise and present the background, findings and conclusions in this chapter.

The background and main focus of the chapter presents information, trends and comparisons derived from in-depth review of peer-reviewed studies over the last two decades, focusing on the last decade (2010-2019); revealing that the current business profile, needs and customer base has changed radically from just two decades ago. Furthermore, business challenges that arise today are new, complicated and are creative problems (Carleton, 2011). Studies on creative problems call for creative solutions. Current studies also reveal that due to rapid advancements in technology, human skills could be replaced by artificial intelligence (AI) and robotic equipment, especially if humans are slow at making decisions for best performance and business success (Vom Brocke, Maaß, Buxmann, Maedche, Leimeister & Pecht, 2018). Accelerating the awareness and application of positive manager and employee consciousness levels to develop creative, innovative business solutions quickly may be the answer to enhancing human and business success rapidly (Jones, 2019).

The CAPS (creative accelerated problem solving) model to guide 21st century managers and employees towards enhancing their own consciousness, potential and capability is presented as the creative solution towards enhancing individual and global collective intelligences. The model is based on these 15 concepts or elements: stages of consciousness; know yourself; the human brain; imagination; problem solving; creative thinking; speed reading; mind maps; mind management; memory skills; responsibility; goal setting; stress; successful achievement; and accelerated learning. The recommendations for business leaders, managers, employees and global citizens is that the 15 elements of the CAPS model be embraced and integrated as a daily behaviour pattern so that the benefits cascade onto the economy, country, continent, global marketplace and societies. The implications for heeding the CAPS elements are that by increasing awareness and changed behaviour within individuals, one is more likely to co-create sustainable creative solutions within a community, a sector or globalised network easily.

## **METHODOLOGY**

The study employed a 5-step predictive analysis and synthesis approach to gather, analyse, interpret and present the background, main focus and solutions presented in this chapter. Predictive analysis refers to a combination of inductive and deductive reasoning or abductive analysis during the design, data gathering and analysis phases of the research (Kolko, 2010). Empirical studies on the key topics and subtopics relevant to this chapter were sourced, scrutinised and interrogated for inclusion into the study sample. The analysis revealed the emerging trends, comparisons and solutions presented in this chapter. The 5-step research approach employed in this study is as follows:

- Step 1:** Key words search: Subtopics were used as keywords to identify relevant empirical articles.
- Step 2:** Analysis of articles: Identified articles were narrowed down per time period, in a globalised context.
- Step 3:** Synthesis of articles: Focused selection of articles to reveal globally benchmarked best practices.
- Step 4:** Insight into articles: Identify key trends in selected articles that predict future business behaviour as per the research question.
- Step 5:** Predictive, abductive analysis: Conduct comparisons and correlations to draw conclusions from trends, theories and practices (Kolko, 2010).

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