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## 2021 KIE Creativity Book Project

Title: "Celebrating Giants and Trailblazers: A-Z of Who's Who in Creativity Research and Related Fields"

Call for Chapters  
Now Open

Details:

[www.kiecon.org](http://www.kiecon.org)

### Save the dates!

**Creativity—27 July 2021**  
E. Paul Torrance International Roundtable on Creative Thinking  
Reisman Diagnostic Creativity Assessment Special Interest Group

**Research—July 28**  
Kaufman Family Research Symposium  
Research Student Workshop

**Education—July 29**  
Global Comparative and International Education Roundtable  
World Education Fellowship Centenary Lecture

**Big Data Analytics—July 29**  
Big Data Analytics, Digital Business & E-entrepreneurship Symposium

## Creating Encores, leveraging the best of Music, Entrepreneurship and Psychotherapy

I was born in Christchurch New Zealand. And will always remember at the age of 9 my father taking me into a music store to buy a Wooden Recorder. I proudly went back to our holiday house in bayside Timaru and taught myself quickly to read music and play the Recorder.

From that day on my world in rural NZ turned from Black and White to Color. I realized I had a gift for music performance. A year later I studied the Flute which led to a career in Australia, NZ and London.

Music is my reason to be and would like to encourage you to connect with the Music in your Heart. Especially during these times. Classical Music has the inner power to energetically connect with neural pathways in the brain. And engage with the feel-good hormone Dopamine. Researchers say that those who are part of Music projects, report feelings similar to Ecstasy, and Cocaine when immersed in the world of magnificent sound!

Creating Encores my work, business and passion was born from a mélange of careers. As a Professional Flautist, Business Manager at the *Australian Ballet and Psychotherapist*. Many Sponsors of the ballet would report that they felt less stressed, open to new solutions to

### Creating Encores Sally Arnold

challenges when immersed in performances. I knew then that I had to bottle this experience and did 20 years ago resulting in *Creating Encores*.

My work, programs are a mixture of Coaching mixed with Psychotherapeutic knowledge. *Creating Encores*, uses Music as the Entry point for clients who come to Us, Stuck, Challenged or Teams unable to find solutions to situations. We play a piece of Mozart and move through a specific Vision Mapping experience. Importantly the music opens clients Brains to new innovative potential, solutions and ways forward.

I love to see the immediate change in clients and believe that we all have the potential to be the best versions of ourselves. This is truly the power and the Core of *Creating Encores* programs, Music. Without the Creative, use of Music, Visioning, Flow and an Action plan many would stay stuck and challenged in their personal and professional life.

I have succeeded in bringing to all, part of the inner world Musicians experience. Where there is joy, happiness, and new potential. There has never been a better time

than now to connect with the Music of your Mind. For Wellness and continued Creativity.



Sally Arnold

For members of KIE I would like to offer an Introductory 4 sessions, of *Creating Encores* program for Impressive Fast Problem solving using the power of Music. Please contact me on an address below and I can outline what is involved, fee and how I can help.

•Sally Arnold is the Director *Creating Encores* and former head of Business Development at *The Australian Ballet*. Sally can be reached at email: [sally@creatingencores.co](mailto:sally@creatingencores.co). Tel: M +61411685335.

## The Features of a Good Entrepreneurial Opportunity

The first step to choosing your business is to be able to

### The Entrepreneurship & Innovation Column Ignatius Ekanem, PhD

recognize an opportunity as we discussed in the October edition. An entrepreneurial opportunity is defined as the potential for change, improvement or advantage arising from your action. In this edition, we are going to discuss four essential features of an entrepreneurial opportunity. In other words, we are examining the ingredients that must be present in a business opportunity for you to become interested in it in

the first place.

The first thing you must look for in an opportunity is DEMAND. You must ask yourself: "Is there a demand for the product or service presented in this 'opportunity'?" There must be a need for the product or service; there must be a problem to be solved; or potential demand to be satisfied before the venture can be considered to be worthwhile. Demand is an economic principle that



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# The Features of a Good Entrepreneurial Opportunity

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describes the desire and willingness of consumers to pay a price for a particular good or service. The greater the demand for your business idea/product or service the greater the opportunity!

The second feature of a good entrepreneurial opportunity is INNOVATION. For the venture to be worth pursuing, the idea for the product, service or experience to be provided must be innovative. The word 'innovation' does not necessarily mean a new or earth-shattering invention. It means that the opportunity or business idea must have an added value. It does not matter how small the added value is. The value added can come from the recognition that a product or service could be done or provided in a better way. It can also consist of identifying a gap in the market which can be in the form of an unmet consumer need, the opportunity to expand customer base or

reach the untapped market.

The third thing to consider is FEASIBILITY. Here you must ask questions such as: "Is this opportunity feasible or doable?" An idea is feasible or doable with regards to the risks and complexities. A question such as: "Can this opportunity be easily or conveniently done?" is not out of place. To answer this question, you must

*"It means that the opportunity or business idea must have an added value. It does not matter how small the added value is."*

consider the technical feasibility; operational feasibility and economic feasibility of the opportunity. Technical feasibility consists of details of how you will deliver the product or service to customers considering available materials, la-

bour, transportation, technology, etc. Operational feasibility measures how well you will be able to

solve the problem in terms of available human resources and commitment. Economic feasibility involves carrying out cost/benefit analysis and asking tough questions as: "Is it cost effective?" "Do benefits outweigh costs?" etc.

Finally, the ATTRACTIVENESS of the opportunity must be considered. The idea or opportunity must have a potential reward and a level of interest to the entrepreneur. Of course, the rewards from an enterprise can be both financial and non-financial. Financial rewards are monetary incentives earned from the venture. The non-financial rewards can include a sense of satisfaction, being own boss and in control, being an employer, getting an industry award or good publicity, or getting feedback from customers. Ultimately, it is the financial rewards that justify the effort and make taking the risk worthwhile.

•Dr Ignatius Ekanem, is a Senior Lecturer in Business Management at Middlesex University Business School, London, UK.

## Featured Personalities KIE Conference Participants

### Ron Corso & Stuart Gluth University of South Australia

Ron Corso is Program Director for Foundation Studies in Design and Creative Thinking Methods at the University of South Australia. He has had an involvement in Design Education for over thirty years having initially trained as an Industrial Designer then moving into teaching, administration and consulting roles across sectors from elementary, open education schools to higher and further education. He has conducted research into the teaching of creativity, convened conferences as well as publishing and presenting widely at conferences, seminars and colloquiums promoting and advocating the value of creativity in the curriculum. He has been the recipient of national (Australia) OLT grant to develop creativity teaching tools and other university grants, teaching and learning, research citations and awards in recognition of his work in the field of creativity practice and education. Current work is focused on developing a vision for a University of Innovation and Enterprise at the University of South Australia where he is playing a leading role in establishing the frameworks and strategies for building a creative dimen-



L-R: Stuart Gluth & Ron Corso, Best Paper Award Winner (Runner Up) on Creativity

sion across all sectors and disciplines of the institution.

Stuart Gluth is currently a practice-based PhD candidate investigating the relationship between engagement and the abstract visual material generated using a single simple material, paper, until recently Lecturer in Graphic Design at Charles Darwin University, previously Teaching Fellow at the University of Southampton campus at the Dalian Polytechnic University in China, and prior to that Studio Head of Graphic Design at the University of South Australia. He continues as a practising designer, illustrator, and paper designer and artist, typographer and typographic researcher, researcher into creativity and he conducts workshops in creative idea generation across disciplines. Stuart has acted as a consultant internationally in integrating creativity across disciplines, and taught in China, Singapore and Korea. He has conducted design workshops in remote Aboriginal communities, to inspire learning at a variety of levels and in diverse cultural backgrounds and devise alternative pathways into higher education and professional practice, including strategies for the integration of theory and practice in design education.

• Ron Corso's & Stuart Gluth's paper entitled, "Challenges to Building Advocacy and Change in the Introduction of a Creative Dimension in an Institution of Higher Education", won the best paper award (runner-up) in the 2020 KIE Creativity book.

## WORLD EDUCATION FELLOWSHIP CENTENARY ANNIVERSARY & KIE CONFERENCE 27-29 JULY 2021. TRYP MADRID LEGANES HOTEL MADRID, SPAIN



### Thematic Sections/Tracks:

#### WEF/ Education-Knowledge

Including teaching & (e-)learning in primary, secondary and higher education, knowledge-education, knowledge management, comparative knowledge, indigenous knowledge, Knowledge transfer partnerships, etc

#### Innovation & Big Data Analytics

Including business innovation, ICT/technology innovation including big data, analytics and deep learning, and management/organization innovation and open innovation

#### Creativity

Including traditional themes/concepts of creativity—process, product, personality and environment; business/organisational creativity, arts, media & digital creativity, creative industries & enterprise, digital design & architectures, creativity in science and technology

#### Enterprise

Including entrepreneurship, marketing & strategy, HR, talent & development, servant/leadership in enterprise, SME business finance & accounting, business analytics, supply chain management, international business & management & family business/ethnic minority entrepreneurship

**SAVE THE DATES!**