



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Changemakers: Creativity and Value Creation
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Student name: Denisa Mazarache

Student number: 2425452

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Introduction

This study will elaborate on the crucial factors regarding creativity and innovation. The significance of these factors in developing enterprising mindsets will be discussed. This assessment will analyse the contribution of creativity to differentiate personal performance and gain a competitive edge. This study will play a crucial role in encouraging readers to value creativity to generate productive performance. In addition, this study will emphasise generating effective solutions to create value with developed creative thinking to improve performance quality and efficiency. Also, in this study, effective real-life examples in relation to the healthcare sector will be provided. The NHS will be selected to discuss its innovative performance. Also, the leadership skills will be illustrated, aligning with the NHS activities. On the other hand, certain suitable and effective theories will be applied to the creativity, innovation, and leadership framework. A detailed personal reflection will be provided in this study to focus on the understanding.

Task 1- Defining Key Concepts in Practice

Key concepts of innovation, creativity, value creation and change

Innovation refers to the generation of new, productive ideas and their implementation to solve issues and improve performance quality and efficiency. The inclusion of innovations in performance can help in attracting and retaining customers. Also, innovations can help in resolving potential challenges with efficiency. Innovations help in meeting gaps and raise relevant questions to broaden personal aspects (Blok, 2021). Creativity refers to the generation of original, valuable and novel ideas to implement and resolve several issues. Creativity is effective in improving critical thinking through a cognitive process. Developing creativity can help in producing innovations. Creativity helps in moving forward beyond the comfort zone (Maley, 2015).

Value creation defines the process of recognising, allocating and utilising all the important resources to convert them into effective and high-quality products or services. Value creation is effective in creating innovations in goods or services, besides increasing cost efficiency to attract and influence a large number of customers. This can increase brand capacity, adding value, building strategic partnerships, including customisation etc. (Harzer, 2013). In addition, change is an integral factor to drive transformation and adopt new strategies or methods to gain competitive advantages. This can help in driving modifications to the performance, aligning with contemporary market trends (Mazikana, 2023).

Importance of these concepts in health and social care

The implementation of innovations in health and social care can help in identifying and measuring demands and boosting productivity in building care plans to satisfy customers and drive a faster cure for patients. Innovations can help in generating a personalised care plan with sustainable growth and success. This also helps in adopting advanced technologies to enhance customer convenience (CQC, 2022). The inclusion of creativity can help in improving well-being program quality and efficiency. Also, through creativity, several problems can be resolved, leading to innovations. This helps in integrating local communities. This helps in improving team collaboration to provide effective care plans to manage anxiety, depression, loneliness, etc., in communities (Arts Council, 2026).

Value creation is effective in valuing all the individuals in the health and social care sector. This factor is effective in generating and including value to the care plan for patients. This helps in producing value-based and customer-centric outcomes to meet their expectations and enhance service experience. Effective care models can be integrated with modern tech to drive innovations with collaboration (Alalääkkölä *et al.* 2025). Change is essential for the

health and creation sector to adopt new strategies and to overcome the consequences of the pandemic. Driving suitable change can help in reducing complexities, driving digital transformation, meeting the increasing demands of patients, understanding evolving needs, and performing accordingly etc. (Pereira *et al.* 2023).

A relevant example from health or social care practice

The NHS has driven several changes in the structure according to the evolving demands and preferences of patients. Also, the NHS has built multiple partnerships. Also, this has constructed an evidence-based structure or framework to generate and include value in the service. The NHS has built an innovative ecosystem to provide creative services to navigate economic benefits. This way, the NHS has gained a wide range of opportunities and achieved long-term goals (NHS, 2026).

Implementing effective theories

According to Rogers' Diffusion of Innovations Theory, innovative ideas can be generated as the social system evolves. Also, diverse communication channels can help spread data on the suitable innovation (Miller, 2018). The implementation of Amabile's Componential Theory of Creativity can help in recognising the three key components to raise creativity, which are intrinsic task motivation, creativity-relevant processes and domain-relevant skills. These help in understanding the surrounding social system and environment to produce creative performance, utilising necessary sources (Amabile, 2011).

Following Porter's Five Forces can help in measuring the changes with its five key components of customer bargaining power, threats of substitutes, new entrants, rivalry and power of suppliers. This analysis helps in creating value for the organisational operations (Øverby and Audestad, 2021). The application of Lewin's Change Management Model helps in understanding the contemporary situation to adopt and sustain the suitable change. This is effective in increasing adoptability through three major stages: unfreeze, change and refreeze. Also, this model emphasises clear communication, improving relevant skills, empowering employees etc. (Harrison *et al.* 2021).

Task 2 - Mind Map

It is found that the health and care sector is facing severe challenges in providing services to patients because of increasing waiting times in hospitals in the UK. There are several reasons behind the waiting time, such as increasing strikes of doctors, inefficiency of GPs etc. (Triggle, 2026). The implementation of the Systems Thinking Approach can help in generating suitable solutions by analysing interconnected community relations, identifying social systems, understanding feedback etc. (Arnold and Wade, 2015). The purpose of implementing the solution is to improve service quality and customer convenience by reducing waiting time. Advanced tech and tools are interconnected with personalised, fast and efficient service.

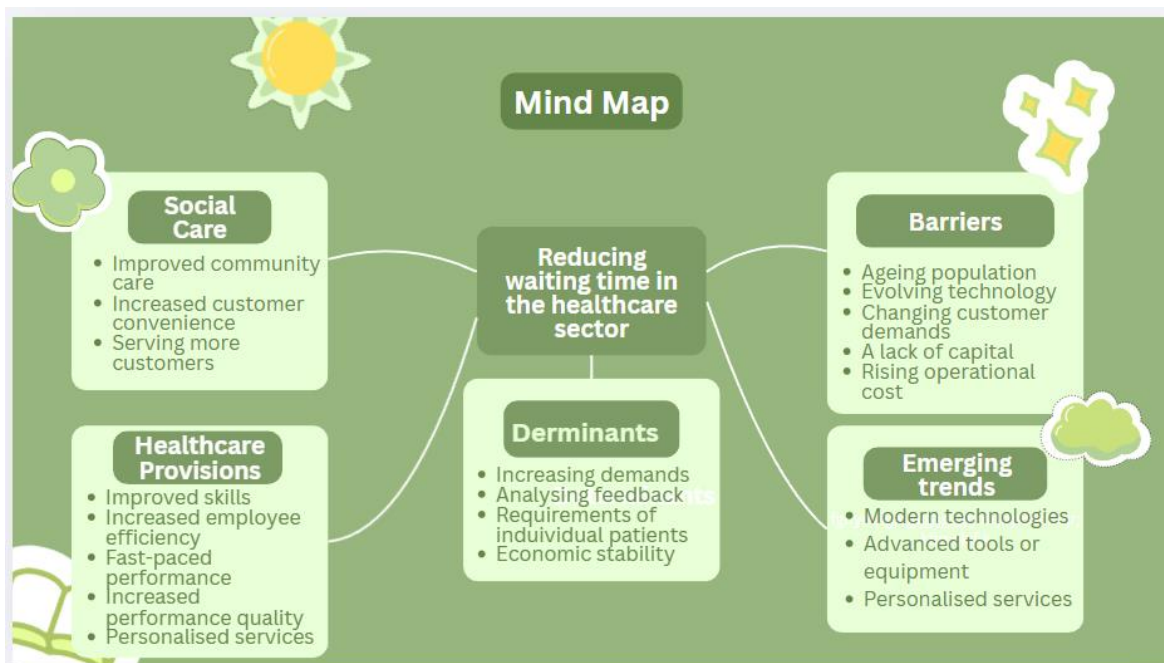


Figure: Mind map

Source: (Self-generated, 2026)

Task 3 - Self-Reflection of Group Activity

Convergent and divergent thinking include certain differences. Convergent thinking refers to the generation of multiple solutions for a particular challenge. In this process, the best solution for the issue will be selected for implementation. Measuring the criteria met by individual solutions, the best fit is finalised. Divergent thinking defines the generation of several solutions based on a specific issue. This emphasises understanding the issue and evaluating the potential of each solution. Convergent thinking makes decisions to build plans, and divergent thinking lacks closure (Bailey, 2026).

I have used these in group activities. I have found out the waiting time in the healthcare sector. I have applied divergent thinking to understand the reasons and analyse all the potential solutions. I have reframed the entire problem. Also, I have used convergent thinking in building plans and dividing activities among team members according to their expertise, knowledge and efficiency. I have made deadline-driven decisions based on resource allocation. According to Kolb's, I can explore my gathered experience. The initial component, concrete experience, describes the new experience and situation of identifying the issue, generating several solutions and guiding all the team members. I have learned the differences between convergent and divergent thinking to apply both efficiently. I have interpreted the consequences of the chosen issue and measured potential solutions by applying divergent thinking. Also, I have assigned best-fit activities for individual members by implementing convergent thinking. I have also learned certain effective theories, including the Systems Thinking Approach.

Task 4 – Case Study Analysis of a UK Innovation

The NHS has implemented certain innovations to enhance customer convenience. The NHS has introduced the Innovation Ecosystem Programme to make health innovation wider. Also, this system is effective in meeting national goals and aligning with customer requirements. This has increased service quality and efficiency, along with creativity. This has improved collaboration between the stakeholders and the NHS, driven economic benefits, brought opportunities etc. (NHS, 2026). This can be implemented in other sectors to improve collaboration. The implementation of Diffusion of Innovation Theory can help understand the process of generating ideas, along with modern technology, based on the current social system. This emphasises generating advantages by integrating communication channels (García-Avilés, 2020).

Task 5 - Research Task

It is found that the healthcare sector is facing severe challenges in serving patients because of the increasing waiting time in hospitals. Staff shortage in healthcare institutions is the main reason behind the increased waiting time. Also, most dictators are conducting strikes because of intense work pressure (Triggle, 2026). Also, it is found that a lack of capacity in the healthcare institutions can cause long waiting times for patients. Also, the backlog in hospitals and staff shortages create long waiting times (BMA, 2026). These sources have similar reasons for staff shortage and organisational capacity. However, the sources differ, mentioning the point of catering delays in patient referrals. This can be related to Maslach Burnout Theory to define the psychological syndrome to analyse unmanaged stress in a job. This theory emphasises three core components: emotional exhaustion, reduced personal accomplishment and depersonalisation (Baugh *et al.* 2020).

Task 6 - Exploring Digital Innovation in Health and Social Care

Wearable health technologies have several benefits for users. This is effective in tracking real-time data and continuous monitoring of the health condition of individual users. This can help in analysing health metrics, including heart rates, blood sugar, oxygen levels etc., through diverse tools or devices, such as smartwatches. This helps in getting early warnings for deteriorating health conditions and providing tailored planning (Adepoju *et al.* 2025).

Electronic health records (EHRs) are effective in sharing and keeping records of real-time data of individual patients. This helps in improving collaboration and coordination with patients. This helps in creating differentiation in care services. This helps in reducing and eliminating errors and securing data by building effective plans (Vos *et al.* 2020).

Digital technology has become an integral factor for the healthcare sector. Driving digital technologies can help in remote monitoring through improved ML and AI. This helps in leveraging relevant and real-time data of patients. This detailed analysis can help in predicting possible consequences or potential risks to develop effective plans (De Santis *et al.* 2022).

The implementation of the Technology Acceptance Model (TAM) is effective in encouraging employees of an organisation to adopt new strategies and modern tech to improve service quality and efficiency, aligning with contemporary market trends. This helps in evolving the attitudes of employees toward external variables and utilising effective resources in an organised and efficient manner (Granić and Marangunić, 2019).

Task 7 - Understanding the NHS Leadership Framework

The NHS has built and follows an effective leadership framework to generate and provide high-quality services to patients to meet their expectations and improve their experience. The NHS is compassionate and offers high-quality services to patients and supports and promotes an inclusive and useful work environment to keep them motivated and encouraged. Improved management strategies also help in improving the leadership framework of the NHS (NHS, 2026a). The core components of the leadership framework of the NHS are shared purpose, developing credibility, inclusive leadership, inspiring employees, team empowerment etc. (NHS, 2025).

The transformational leadership style is effective in motivating and inspiring employees, besides driving team empowerment. This leadership style encourages and inspires employees to adopt new and changed strategies according to the evolution in the market and customer demands (Alqatawenh, 2018). I have analysed that the implementation of a transformational leadership style can help in creating values and creativity in the service. Also, this is effective in adopting new strategies, aligning with the current market trends and customer requirements and choices.

Task 8 – Self-Reflection Journal Entry

I have learned several things from the gathered experience in the completion of the project. I have learned the significance of the inclusion of creativity, value creation, innovation and change in serving customers. Also, I have learned the importance and relevance of transformational leadership style. Also, I have become aware of the current challenges affecting services in the healthcare sector in the UK. The inclusion of innovation and creativity can help in improving critical thinking skills and meeting customer expectations. Also, value creation can help in improving collaboration.

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