**Assignment One: Article Analysis**

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The speaker, Tina Seelig, speaks on her Innovation Engine, made up of components that are accessible to everyone. Seeling created a new frame about how these components operate together. The Innovation Engine comprises six members: Imagination, Knowledge, Attitude, Habitat, Resource, and Culture. These six components are woven together because nothing can be considered insolation; one member does not work without the other. This brings us to where ideas come from (Seelig, 2012).

It is imperative to connect ideas to increase the imagination by putting concepts together that have not been; it can lead to many other wonders. Knowledge is the toolbox for imagination; paying attention to the world around us is the most powerful way to obtain knowledge. With the overindulgence of technology, it may be difficult for individuals to take a second and disconnect. Imagination and knowledge are simply not sufficient; attitude is everything. Seeling states that true entrepreneurs and innovators see themselves as quiltmakers. Quiltmakers take all the resources around them and leverage their available materials. Knowledge is the toolbox for creativity, Imagination is the catalyst for transforming that knowledge into new ideas, and attitude is the spark that gets individuals going (Seelig, 2012).

However, this is not enough; the environment that fosters, stimulates, and encourages this innovation is domineering. The habitat one builds is an external manifestation of imagination. As a collective, the space someone is in tells a story, what role we play, and how one should act. This leads us to the last two components of the Innovation Engine: Resources and Culture. One may think that resources are solely based on money. Resources can be processes we put in place, cultures we build, and utilization of the resources given in one’s environment. Culture is the collective attitudes of the community, which affects how one thinks. Everyone has the key to their innovation Engine; it is up to one to turn it and start anywhere (Seelig, 2012).

**Reference**

Seelig, T. (2012, August 1). *A crash course in creativity: Tina Seelig at tedxstanford*. YouTube. https://www.youtube.com/watch?reload=9&v=gyM6rx69iqg&feature=youtu.be