

Creativity and Ideation

Unit 2: The Ideation Process and Innovation



Course Unit Structure

- ▶ Creativity and Ideation Course Structure
 - ▶ Unit 1: Creativity and the Entrepreneur
 - ▶ **Unit 2: The Ideation Process and Innovation**
 - ▶ Unit 3: Idea Feasibility Analysis
 - ▶ Unit 4: Planning the Next Steps in Your Venture



Unit Learning Objectives

- ▶ propose actions to take in each stage of the ideation process
- ▶ describe the elements of the innovation process
- ▶ compare and contrast methods to ensure innovation in an organization, such as analysis of risks and innovation leadership



Unit Vocabulary

- ▶ desirability
- ▶ feasibility
- ▶ ideation phase
- ▶ implementation phase
- ▶ innovation
- ▶ Innovation Ambition Matrix
- ▶ innovative culture
- ▶ inspiration phase
- ▶ invention
- ▶ open innovation
- ▶ process innovation
- ▶ service innovation
- ▶ sustainable innovation
- ▶ Systematic Innovative Thinking (SIT)
- ▶ technological innovation
- ▶ viability

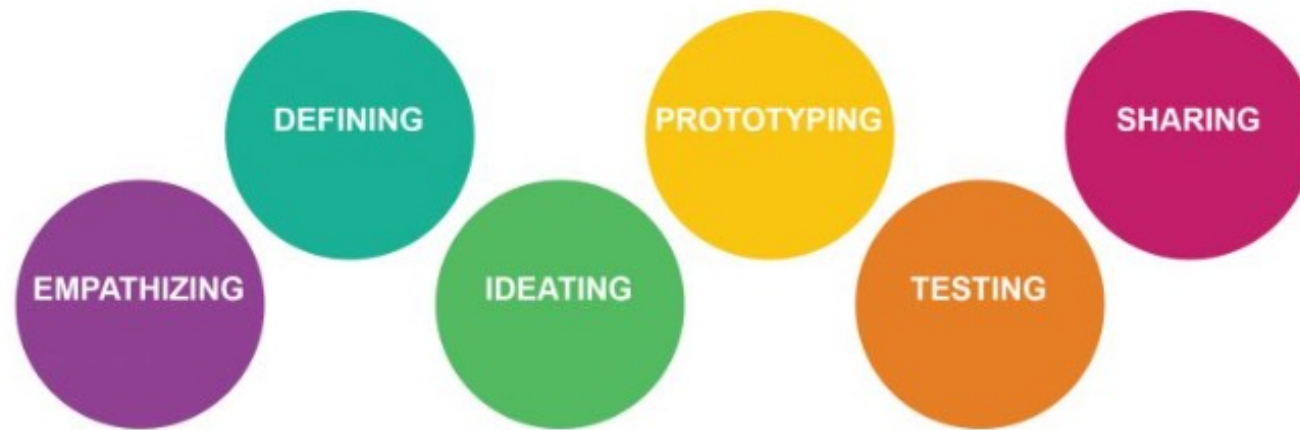


Overview: Unit Two Topics

- ▶ Ideation processes
- ▶ Types of innovations
- ▶ Methods for problem-solving and innovation
- ▶ Creating an innovative culture



2a Design Thinking Process



2a Phases of Ideation Process

- ▶ Inspiration Phase
 - ▶ Learn from people, understand their needs
- ▶ Ideation Phase
 - ▶ Identify opportunities for design
- ▶ Implementation Phase
 - ▶ Bring your solution to life!
- ▶ Feasibility? Viability? Desirability?



2a Problem Solving Skills

- ▶ Adaptative Model
 - ▶ Seeks tested solutions that are known to be effective
- ▶ Innovative model
 - ▶ Uses techniques unknown to the market
- ▶ Problem solving skills might include:
 - ▶ Business awareness, ability to analyze data, evaluate details, be resourceful and decisive, among others



2a Lean Problem-Solving Approach

- ▶ Clarify the problem
- ▶ Analyze the problem
- ▶ Set targets
- ▶ Identify root causes
- ▶ Develop countermeasures
- ▶ Implement countermeasures
- ▶ Monitor results
- ▶ Standardize the processes that work



2b Invention and Innovation

- ▶ Innovation
 - ▶ To use a new idea or method
- ▶ Invention
 - ▶ To discover something new



2b Product Innovation/Service Innovation/Technological Innovation

- ▶ Incremental innovation
 - ▶ Small scale improvements
- ▶ Disruptive innovation
 - ▶ New business model, concept or product
- ▶ Product innovation
 - ▶ New product
 - ▶ Improvement of existing product
 - ▶ A new feature to an existing product
- ▶ Service innovation
 - ▶ Enhance the utility, performance, and value of service
- ▶ Technological innovation
 - ▶ Considering how technology can create new or improvements on products and services. Uses AI, data science, etc.



2b Systematic Inventive Thinking (SIT)

- ▶ Methodology where creativity is important
 - ▶ Subtraction: remove an essential component to find a new way
 - ▶ Example: Removing wires from headphones
 - ▶ Task Unification: assign a component an additional job
 - ▶ Example: Face creams that moisturize but are also sun block
 - ▶ Multiplication: Use a similar component to a product but change it
 - ▶ Example; Blenders with multiple-size containers
 - ▶ Division: Make a product do different things in terms of rearrangement
 - ▶ Example: Cargo pants that zip apart to make shorts



2c Reasons for Resistance to Innovation/Change

- ▶ Loss of job security
- ▶ Fear
- ▶ Lack of confidence
- ▶ Poor timing
- ▶ Lack of rewards
- ▶ Lack of trust and support



2c Methods to Increase Innovation

- ▶ Innovative culture
 - ▶ Unique strategy, autonomy, trust, accepting failures, leadership
- ▶ Invest in training
- ▶ Invest resources
- ▶ Actively research
- ▶ Reward systems for innovative thinking
- ▶ Ask customers and stakeholders for feedback



2c Sustainable Innovation

- ▶ Sustainable innovation
 - ▶ Seeking out ways to sustain continuous innovation and improvement, and competitive advantage
 - ▶ Focusing on the triple bottom line
 - ▶ People, Planet and Profit



Conclusion

- ▶ Here's what you learned:
 - ▶ propose actions to take in each stage of the ideation process
 - ▶ describe the elements of the innovation process
 - ▶ compare and contrast methods to ensure innovation in an organization, such as analysis of risks and innovation leadership



What's Next?

- ▶ To prepare you for the practice exam, consider one more review of the study guide and course materials.
- ▶ Good luck on the practice exam!

