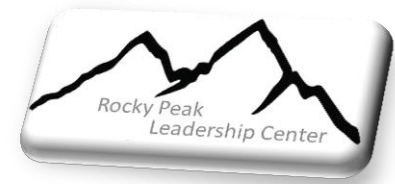# AME
Innovation Summit

Seizing Epiphanies - Unleashing the Tactics of Innovation

March 13th 2014

Presented by Dr. Dale S. Deardorff

What is an Epiphany..?

- An experience of sudden & striking realization.
- The "Eureka" moment where it's an *interjection* used to celebrate a *discovery* or *invention*.
- It's the release of pent up emotion which had to be controlled
- Referred to as "Good Gestalt" – a combination of feeling and form.
- Also known as the **aha! effect**, which refers to the common human experience of suddenly understanding a previously incomprehensible problem or concept.

Epiphanies

Impossible

Indispensable

i^4

Improbable

Inspirational
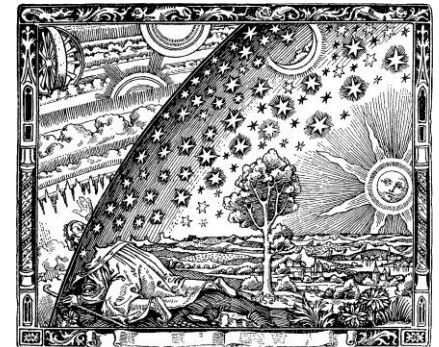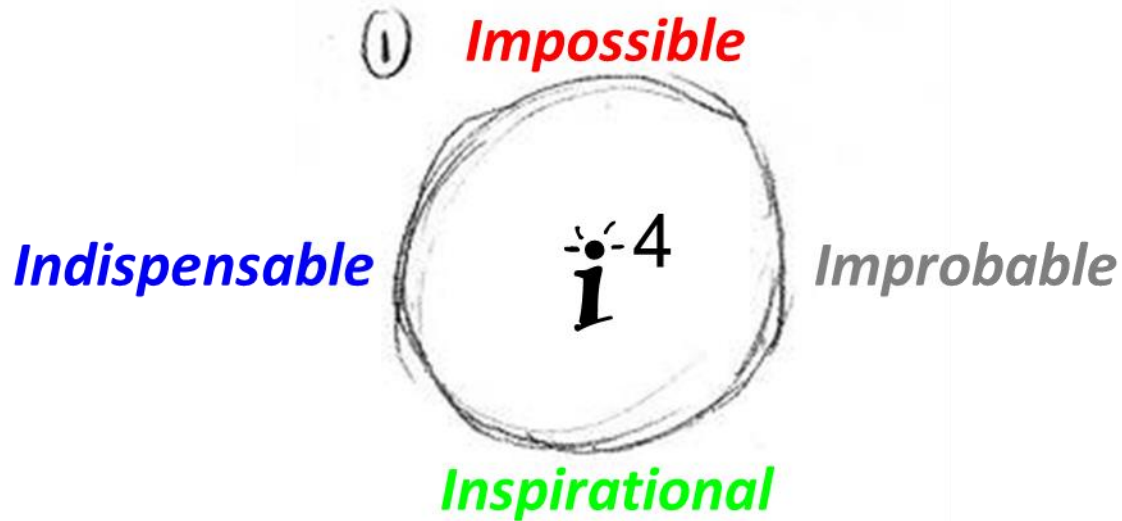
Operational Definitions

Innovation – The act and process for introduction of something new and unique that is better than was there before.

Creativity –the skill to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others.

Ideas – thoughts, epiphanies or conceptions, that potentially or actually exists in the mind as a product of mental activity. The "eureka" or "ah ha" moment.

Components of
an *Innovation Model*

People

Tools

Culture
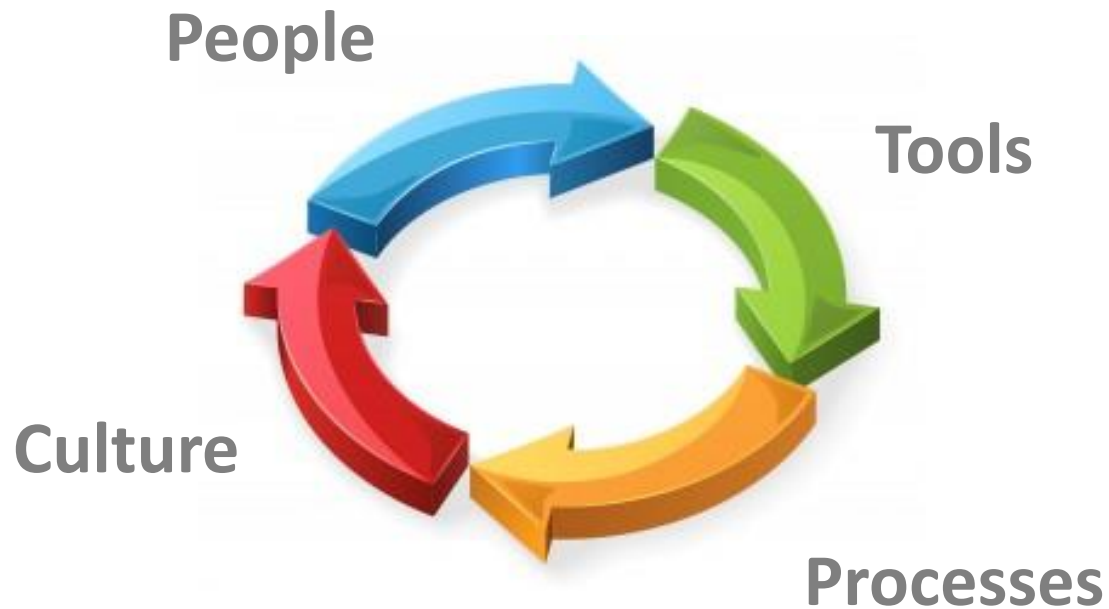
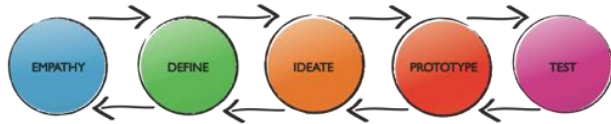**Processes**

"Innovation Process" Definition

Process of Innovation – a sequence of known steps, a structured action or method using tools to create an anticipated outcome.

It begins with a "need" and ends with an alternative or solution to meet the original need with a ROI.

ROI – Return on Inspiration…..
              ….Investment
              ….Individuals
              ….Integration
              ….Improvement
   ….Information
              ….Ideas
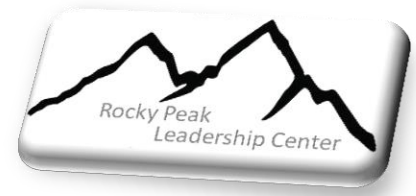
Innovation Processes

- The Innovation Process is not always linear!

- The process of innovation relies contains the non-linear methods of **iteration** and **abstraction**.

- **Iteration** is how we learn things and obtain new knowledge, by going back, refining and maturing what we know to gain insight and understanding of the things we see and learn.

- **Abstraction** is how we synthesize knowledge, see patterns and make connections to new things.
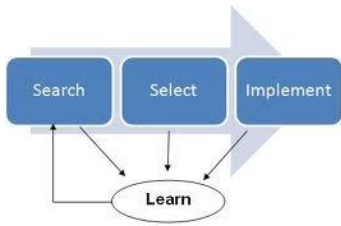
The Innovation Process

- The Innovation Process contains cognitive tools and methods that can allow you to engage in:

- Exploration and Searching- Evidence-based search and discovery

- Synthesis of Knowledge – Pattern, Trend & Theme Recognition and Inductive Reasoning.

- Inductive Reasoning is a process where one starts from a specific experience and draws inferences generalizations)
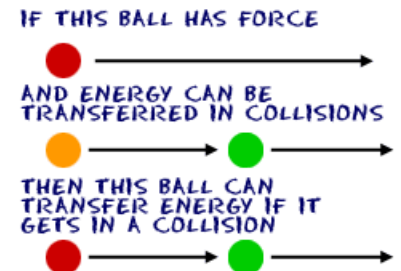
Innovation People

- You know more about your problems than others – teach your staff how to be creative and create new ideas. (**Borrow**)

- Use Parallel Thinking tools to help create a micro-culture of creativity.

- Mix your teams with Grey Beard SME's and others who know nothing about the traditional solutions. (**Partnerships**)

- Create networks and spaces where your people can be *creative* and *grow* them.

Innovation Culture

- Provide the support required to initiate creative thinking. (**Play, Synergy, Fun**)

- Establish a way for your people to see that their ideas are useful and *implemented*..or *discarded* (no black holes).

- Allow time for creativity that does not sacrifice the ability to get regular work done.

- Measure, baseline, map and understand what makes you different from your competitors

Innovation Tools

- Mode 1 – Unstructured Brainstorming

- Mode 2 – Structured Brainstorming

- Mode 3 – Process Innovation Methods

- Mode 4 – Systemic & Process Based Innovation Methods

Unstructured Brainstorming

- Free-flowing exchange of ideas in a personal or social setting which can serve to encourage deeper thinking, challenge assumptions, and expand resources.

- When someone finds something that they weren't expecting to find. The faculty of making fortunate discoveries by accident.

- Informal idea generation with limited purpose or expectation.

Structured Brainstorming

- Creativity technique by which a group tries to find a solution for a specific problem by gathering a list of ideas spontaneously contributed by its members.

- Generating creative ideas and solutions through intensive and freewheeling group discussion.

- Participants are encouraged to think aloud and suggest as many ideas as possible, no matter seemingly how outlandish or bizarre

Process Innovation Methods

- Known start and stop cycle of innovation steps.
- Lateral Thinking methodology solving problems through an indirect and creative approach, using reasoning that is not immediately obvious.
- Ideas that may not be obtainable by using only traditional step-by-step logic .
- Designed to break current thinking patterns, routine patterns and the status quo.
- More is better – Positive, Playful and Prolific.
- A discipline of Time, Technique and talented Facilitation.

Systemic & Process Innovation Methods

- Focus development based on past, present and future elements and characteristics of the problem space.

- Utilizes and inter-connected systemic innovation process.

- Triggers new ideas from previous idea patterns, trends and themes.

- Encompasses ideas from nature, science, technology, engineering and mathematics.

- Can use Gameification or game based innovation and creativity designed methods to solve a "Quest" and tell a story.

# ROI's – Return on "Innovation" Investment(s)

A **Return on *Innovation* Investment (ROI)** is a measureable value that demonstrates the effectiveness of a business process at contributing to the attainment of key business objectives.

- Product Innovation – leads to the Return on ***ideas***
- Process Innovation – leads to the Return on ***improvements***
- People Innovation – leads to the Return on ***inspiration***

KPI's – Key Performance "Innovation" Indicator(s)

- A **Key Performance Indicator (KPI)** is a measureable value that demonstrates the effectiveness of a business process at contributing to the attainment of key business objectives.

- By monitoring the right innovation **KPIs** and business metrics, you gain valuable insight into the performance of your business and, more importantly, gain the strategic awareness you need to make the right decision at the right time.

- If you do not measure and monitor innovation you cant manage it.

- So what are the right **KPIs** for my company and organization..?

Incremental Innovation
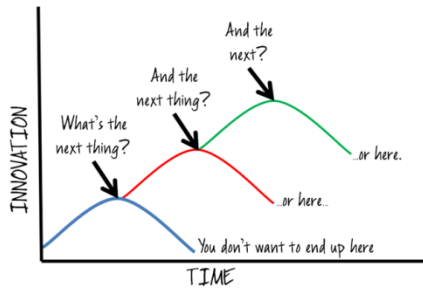
- Seeks to improve the systems that already exist, making them better, faster cheaper.

- Builds upon existing knowledge & resources that enhance competence involving modest technological.

- Incremental changes can preserve existing products, services, processes, culture or extend their life, including product or service improvements and efficiencies that lower costs or improve quality..."

Break-Thru Innovation

- Breakthrough innovations are generally considered "out-of-the-box" solutions that cannot be compared to any existing practices or techniques.

- Focused on new technologies, new business models and breakthrough businesses.

- These innovations employ new thinking about existing technologies and create new markets.

Transformational Innovation

- Rare radically changing or renewing of an existing system to create totally new ideas.

- Visualize a house with no walls.

- Transformational innovation is disruptive because it introduces products and services that change the business landscape by providing a dramatically different value proposition.

- An epiphany that changes the world!

You Must..

- Look for **Incremental** changes leading to cheaper, faster, better and with more features.

- Look for **Break-Thru** changes leading to rethinking how you have done things in the past.

- Look for **Transformational** changes leading to new paradigms, mindset and philosophies.
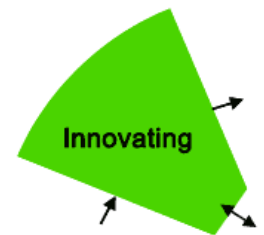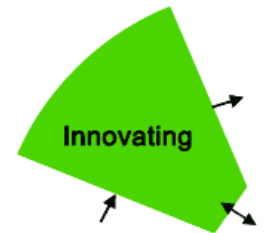
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Final Question

What is the first letter in the word **I**nnovation..?

Must learn and use new words and phrases like:

- **Wicked Challenges**
- **Complexity & Simplicity**
- **Hyper Connectivity**
- **Design Thinking**
- **Conceptual Metaphoric**
- **Sustainable Competitive Advantage**

Innovating

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