Goskills

Managing Innovation

GoSkills online course syllabus

Skill level
Beginner

Lessons
16

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Pre-requisites
No prior experience needed

Video duration
58m

Estimated study time
58m 22s

Instructor
Jim Belfiore

Introduction

1 Managing innovation

Definitions and Concepts

2 What is innovation?
"Innovation" is a word which unfortunately means many things to different people.

3 Levels of innovation
Changes brought about by innovation can be small, significant, or transformative.

4 Methods of innovation: Improving
The problem-type for any innovation initiative influences the methods, tools and processes that are used.

5 Methods of innovation: Creating
Innovation methods for creating completely new systems have areas of focus which include: concept generation, concept validation, and competitor / trend insights.

Solving the Right Problem

6 Success criteria
Without having a clear set of parameters that define a successful outcome, it is impossible to objectively measure or compare innovative concepts that would be used to drive a new product or process design.

7 Asking the right questions

Innovative problem solving means very little if you are solving the wrong problem.

8 Asking "why?"

Problems in existing products or processes are often presented as 'opportunities' for innovation, but they are usually symptoms of much larger issues.

9 Thinking in systems

Innovation projects often focus too narrowly on improving a single element in a product or process while overlooking the resources and value available from the broader system, limiting the potential level of innovation.

Concept Generation & Discovery

10 Brainstorming in Innovation

Brainstorming is one of the most widely used methods for idea-generation and problem solving.

11 Value engineering

Systematic innovation methods improve the value of product or process designs by objectively examining the functions delivered by key components in the overall system.

12 Triz methods

For decades, some of Europe and Asia's most successful product manufacturers have used "The Theory of Inventive Problem Solving" (abbreviated as "TRIZ") to consistently drive disruptive, game-changing innovation.

13 Crowdsourcing innovation

Over the last decade, the emergence of numerous crowdsourcing platforms has resulted in a growing number of companies deciding to include crowdsourcing as part of their ideation strategy.

Researching & Validating Concepts

14 Researching concepts: The voice of innovation

Innovation methods often produce game-changing concepts in response to design challenges.

15 Researching patents: Trends of innovation

Successful product or process innovation is not solely a matter of solving the right technical problems.

Conclusion

16

Innovation is on the horizon

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