

# Managing Innovation

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

16

**Pre-requisites**

No prior experience needed

**Video duration**

58m

**Estimated study time**

58m 22s

**Instructor**

Jim Belfiore

## Introduction

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### 1 Managing innovation

## Definitions and Concepts

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**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

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**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

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**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

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**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

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# 16 Innovation is on the horizon

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