Innovation Management Workshop (IMW)

Based on the academic studies, SPE papers, and industry experiences of:

UK (6), USA (5), Japan, Australia, New Zealand, The Netherlands, Norway, Germany, India, Taiwan

Kambiz Bidad

Creativity

1. What creativity is,
2. 'Innovation' and 'Creativity' formula,
3. Discovery/invention/innovation,
4. 'Innovation' and 'Creativity',
5. What Creativity formula is,
6. Creativity versus Innovation,
7. Creative approaches,
8. 'Non-Creative' approaches,
9. Why we need Creativity,

Linking creativity and problem solving

1. Creative problem solving,
2. Six stages of Creative problem solving,
3. Problem finding (framing problem),

How can Creativity be nurtured?

1. How can Creativity be nurtured?
2. The outcomes of Creativity at individual level,
3. Creativity diagram,
4. How Creativity will be stimulated,
5. Behaviors that stimulate 'Creativity',
6. Characteristics of 'Creative' people,
7. Pre-requisites of 'Creativity',
8. Requirements of Creativity,
9. Creativity inhibitor factors.

Creativity Tests, tools, and techniques

1. Creativity test,
2. Creativity tools,
3. Creativity techniques (ideation techniques),
4. Creativity Skills,
5. Required skills of 'Creativity',
6. The differences between Creativity and innovation,
7. Sources of creativity and new ideas,
8. Creativity may bring both prosperity and disaster,
9. Motivating creativity in organizations

Innovation

1. The meaning of innovation,
2. The new meaning of innovation,
3. The opposite of being innovative,
4. What innovation is,
5. Why we need innovation,
6. How innovation helps us solve our grand challenges,
7. What Innovation formula is,
8. Innovation requires a balance between creativity and commercialization

Continuous innovation

1. What Continuous innovation is,
2. What 'real profound continuous innovation' is,
3. The basis for 'innovation' are,
4. Opportunities to continually innovative,
5. Customer's "pain point",
6. How to link "Customer value" to "Customer's pain point",
7. 'Innovation' versus small changes,
8. Efficiency versus innovation.

Enablers & Barriers of Innovation

1. Enablers of Innovation,
2. How to motivate people to innovate,
3. Personal Characteristics of 'Innovative' people,
4. Attitude and mindset enablers of innovation,
5. Innovation barriers,
6. What mindsets & approaches block innovation,
7. What managerial approaches block innovation,
8. Pitfall of innovation.

Innovation environment & Innovation culture

1. Why do great companies fail due to 'Lack of innovation',
2. Five trends that require us to be innovative,
3. Innovation environment,
4. Innovation Culture,
5. Hiring for innovative companies

Innovation Management

1. What innovation management is,
2. Innovation success (outcomes of innovation management)
3. How "innovation" success will be achieved
4. Can management enhance innovation?

Different types of Innovation

1. Different types of Innovation
2. Types of innovation that concluded to success in the past,
3. Programmed, Non-programmed, and Distressed innovation,
4. Disruptive, Routine, and incremental innovation,
5. Internal (Personal) and external innovation,
6. Personal innovations,
7. Levels and categories of Innovation,
8. Degrees of Innovation.

Classifying innovative firms

1. Classifying firms by 'innovative output',
2. Classifying firms by innovativeness,
3. Baselining innovation,
4. Classifying firms by degree of innovativeness,
5. Competitive positioning matrix.

Innovation objectives & Innovation benefits

1. Innovation objectives,
2. Benefits of innovation.

Pre-requisites of innovation

1. Pre-requisites of innovation.
2. Requirements of innovation success

Challenges of Innovation in organizations

1. Challenges of Innovation in organizations,
2. How to address the challenges of innovation.

Innovation strategy

1. The most important questions for articulating 'Innovation strategy'
2. Why 'Innovation strategy' is important,
3. Features of an 'Innovation strategy',
4. How to articulate 'Innovation strategy',
5. Objectives of 'Innovation strategy',
6. Stages of innovation (How innovation occurs),
7. The importance of innovation,
8. The steps taken to improve innovation are classified into four areas,
9. Successful companies in applying innovation,
10. Opportunity recognition in Innovation

Innovation Drivers

1. Innovation Drivers in the organizations,
2. Useful measures of Innovation effectiveness,
3. Innovation quotient (IQ),
4. IQ TEST: Elements of Innovation quotient (IQ),
5. Vitality index (innovation effectiveness) & how to measure it,
6. False proxies for innovation,
7. Cycling worlds Model

Themes for competitive innovation

1. Themes for competitive innovation,
2. Competitive advantage,
3. Competitive Suicide.

application of competitive innovation

1. 1st application: Renewing Competitive advantage through Innovation
2. 2nd application: searching for loose bricks
3. 3rd application: Changing the terms of competitive engagement,
4. 4th application: Competing through collaboration
5. 5th application: Search of imitation opportunities
6. 6th application: Value innovation through anchoring innovation with buyer value
7. 7th application: Dualities/Paradoxes
8. 8th application: Creating new spaces based on organizational strengths

Innovation value chain

(innovation pipeline)

"Organisations want to take their employees' knowledge and skills and incorporate them into products and services which can be sold for a profit." [appropriation of value]

(Wilson, 2005, pp 127)

"a market for innovation is winner-take-all."

(Galavan, Murray, Markides, 2008)

"Keep the innovation wheel turning"

(Brooking, 1998, pp 163)

Innovation value chain (innovation pipeline)

1. Innovation value chain (innovation pipeline),
2. A different Innovation pipeline,
3. Innovation funnel (innovation strategy to sales),
4. Matching exploitation and experimentation to strategic dynamics situations.

Required People & roles for innovation

1. A to F roles and 6 I's of Innovation,

2. A to F roles of Innovation,

3. Mix of people needed for innovation

Major categories of Ideas

1. Major categories of Ideas,
2. What strategic ideas are,
3. Having the best ideas is not enough,
4. Creating & Delivering the best ideas,
5. Some verbs that help the production of new ideas.

Idea classification & idea enhancement system

1. New Idea classification/categorization matrix,
2. What Ideation is,
3. Ideation system,
4. Ideation techniques,
5. Culture of Idea generation,
6. How a creative culture will be destroyed,
7. Where ideas begin,
8. Where gaps exist,
9. Size and type of gaps.

Idea assessment, enhancement, and verification

1. Idea assessment, enhancement, and verification
2. Idea assessment checklist,
3. Idea enhancement checklist,
4. Idea verification checklist

Key performance indicators of Innovation

1. Key performance indicators of Innovation