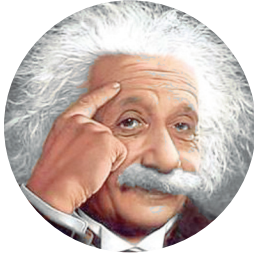


# CREATIVITY AND IDEATION WORKSHOP



Einstein famously said 'no problem' can be solved with the same level of consciousness that created it'. Innovation has taken us into the world of creative problem solving and this course, which is for client site delivery, explains creativity and the works through a number of practical exercises on 'ideation' or creative problem solving.

## 1. INTRODUCTION

It is explained why Innovation is the only long term differentiator for an organization and an understanding is developed of the difference between Innovation and Improvement. The primary inhibitors of Innovation, such as 'Conventional Thinking' and 'Fear of Failure', are explained. The Innovation Process is outlined.

*Workshop; 'Assessment of Innovation Concerns and Opportunities'*

## 2. INNOVATIVE CULTURE

An Innovation culture allows experimentation and failure. The behaviors of exploration, collaboration and experimentation are explained. The activity of recognizing and rewarding innovation behaviors in developing the culture is also explained. The existing strengths and competencies of the organization are discussed. The members of the group evaluate how they make their own best personal contribution to innovation.

*Workshop; 'Your best contribution to Innovation'*

## 5. IDEATION

This is the primary focus of the day's work and the majority of the day will focus on these exercises. A number of methods for generating radical new ideas for conceptual solution are explained and then the group carries out a series of ideation exercises using the opportunities previously identified. Methods start with a basic 'ideation' method and advance into techniques such as clustering, and Brainwriting. Methods for feedback by the potential user during this creative phase are provided. A plan for subsequent use in the organization is created.

*Workshops; 'Identification of Conceptual Solutions'*

## 3. NEW MARKET SPACE

Innovation is initiated by finding unmet needs and evaluating whether the new market space is significant. It is explained why the customer does not have the answer and the group learn how to work with customer's and non-customers to identify opportunities. Potential opportunities are identified to enable the subsequent ideation. The customers 'pain statement' is developed through 'pain-storming'.

*Workshop; Pain-storming for opportunities*

## 4. ALLOWING CREATIVITY

Creativity and execution must live together for successful innovation. A 'loose' and open network is necessary for finding radical solutions and the a 'tight' or closed network becomes necessary for execution. Allowing creative behavior presents a challenge to leaders and allowing time and space is counter-intuitive for Manufacturers. The solutions to this problem, in terms of an organizational structure, are explained. The structure for creativity is detailed.

*Discussion; Methods by which the organization can best allow creativity*

## 6. EVALUATING RISK

Risk Assessment and Risk Mitigation techniques for innovative new ideas are shown. Data collection feeds external and internal risk analysis. For the purpose of the day's workshop a basic set of data for risk analysis will be used. A small number of ideas are selected for evaluation to enable decisions on investing resources. External Risk is often overlooked and most difficult to manage. The target is to find ideas which have low cost, high speed to implement and low risk of failure.

*Workshop; 'Risk Assessment and Risk Mitigation'*

## 7. THE PATH FORWARD

A Mind Map of Innovation Strategy summarizes the day's work and looking forward the Roadmap for change is explained with a particular focus on achieving a 'Short Term Win'. An action plan is agreed.

*Workshop; Action Plan*

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